

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

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Founder
EARL R. ALLURED

IN THIS ISSUE



Publisher and Editor
PRUDENCE W. ALLURED

Associate Editor
OTTO F. LIST

Eastern Manager
WILLIAM C. COPP

Circulation Manager
M. KANDLIK

English Representative
L. M. WEYBRIDGE

36 Victoria St. London S.W. 1

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for November, 1940

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Candid Facts on Chocolate

THE STORAGE OF CHOCOLATE

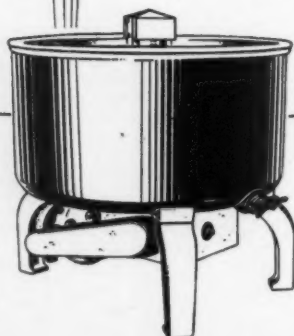
The proper storage of chocolate is very important and should receive careful consideration. It is not enough to say "store in a cool, dry place." That is only a good start. The ideal temperature for storage would be between 55° and 65°. Whatever temperature is decided upon should be maintained within a range of not more than 5°. Wide variations in temperature are to be avoided because of the possibility of the chocolate sweating. Low temperatures are not advisable because of the possibility of the condensation of moisture on the chocolate when it is exposed to the air in the room where the chocolate is melted for use. If the chocolate has been held at a low temperature it should be given time to warm to a point that it will not sweat before unpacking for melting.

The relative humidity should be as low as possible—never higher than 60 to 65 percent. There should be a good circulation of air in the storage rooms so that the temperatures and humidity will be even throughout the room. The chocolate should be kept well away from walls and off the floor and, of course, away from radiators and steam pipes.

Chocolate absorbs odors readily and it is therefore important that no materials which give off strong odors be stored in the room with chocolate.

Nuts and cereals should never be stored in the same room with chocolate unless it is certain that they are free from insect infestation.

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PRODUCTS DEPARTMENT, ONTARIO, CALIFORNIA

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for November, 1940

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BOOKS ABOUT CANDY MAKING VERTISING PAGES REMOVED

THE PROBLEM OF CHOCOLATE FAT-BLOOM

By Robert Whympers.....\$2.50 in U.S.A., \$3.00 Elsewhere

A scientific discussion of fat-bloom and what can be done to prevent it. After establishing the fact that cacao butter is largely to blame for fat-bloom, or "graying," the author describes various fractions of different melting points in cacao butter, also crystallization and the part it plays in fat-bloom. The influence of nut-oil and milk-fat on the tendency to form fat-bloom is discussed as well as storage conditions.

CACAO FERMENTATION

By Arthur W. Knapp.....\$2.50

A complete treatise on the methods of preparing cacao for commercial use. The book contains chapters on the fermentation of the pulp, changes in the interior of the bean, the production of acetic acid, ripeness of the pods and improved methods, alternative methods to fermentation and production of aroma, temperatures of fermentation, and information about drying.

FOOD TECHNOLOGY

By S. E. Prescott and B. E. Proctor.....\$5.00

Covers the broad field of sources, methods of handling and manufacture of the principal commercial food products. The book emphasizes the fundamental principles involved in the various methods of food manufacture and treatment rather than to give highly detailed accounts of the manipulations carried out in each particular case.

RIGBY'S RELIABLE CANDY TEACHER

By W. O. Rigby.....\$3.00

Reveals valuable secrets of candy making through 900 trade-producing formulas. Contains valuable information for the experienced and inexperienced candymaker, including pointers on purchasing equipment for a new shop, buying raw materials, arrangement of the shop, a dictionary of candymaking terms, a condensed table of candymaking helps, answers to questions commonly asked about candymaking troubles.

CHOCOLATE COATING CANDIES BY MACHINE

By Mario Gianini.....50c

A primer for the operator and for everyone else who is active in or connected with chocolate work. Written in simple understandable language it is an unusual accumulation of first-hand information on the subject of coating machines.

SWEET MANUFACTURE

By N. F. Scarborough, A.M.I., Mech. E.....\$3.25

A practical up-to-date book on sugar confectionery. CONTENTS: Raw Materials; Sugar Boilings; Caramels, Toffees, Fudges and Nougats; Jellies and Gums; Chocolate, etc., etc.

FRUIT PECTINS

Their Chemical Behavior & Jellying Properties

By C. L. Hinton, F.C.I.....\$1.75

This report is based on work carried out during a period of several years. It will be of real value to those who are working on the many problems associated with pectin.

HANDBOOK OF FOOD MANUFACTURE

By Dr. F. Fiene & S. Blumenthal.....\$6.00

A collection of practical tested formulae, descriptions and analysis of raw materials for the confection, ice cream, condiment, baking, beverage, essence, flour, preserving, salad dressing and allied industries.

FOOD INDUSTRIES MANUAL

Compiled by well known authorities.....\$4.00

A technical and commercial compendium on the manufacture, preserving, packing and storage of all food products. Contains a section on sugar, confectionery, candy, chocolate, jams, jellies.

CAKE MAKING AND SMALL GOODS PRODUCTION

By James Stewart & Edmund B. Bennison, M.Sc.....\$6.00

This book contains chapters on Baking of Confectionery Goods, Preparation of Fondants, Confectionery Making Machinery, Flours used in Confectionery, Moistening Agents, Eggs, Sugars, Chemical Aeration, Flavorings, Essences and Essential Oils, Spices, Colors and Coloring Matters, Nuts Used in Confectionery, etc.

CHEMICAL FORMULARY

H. Bennett, F.A.I.C.

Thousands of practical formulae. A condensed collection of new, valuable, timely modern formulae for making thousands of products in all fields of industry. Volume I \$6.00, Volume II \$6.00, Volume III \$6.00, Volume IV \$5.00. Each volume is different. There are many formulas on candles, flavors and allied products.

Book Sales Department

The Manufacturing Confectioner

400 W. Madison Street

Chicago, Ill.

OFF THE PUBLISHER'S CUFF

I FELT signally honored when I was invited to be the guest of the Chicago Candy Club at their fall meeting October 14 at the Sherman Hotel. There were over sixty candy salesmen at the dinner. When I went, I thought I'd probably know two or three and when I got there found that there were many old friends. Mr. Lobell, sales manager of Overland Candy Company, whom I have known since his days at Rockwood Chocolate Company, made me feel right at home. Mr. L. J. Fink, who is the sales representative of the same firm, is president of the Club. Page Thompson of the Queen Anne Company is secretary. We had a good dinner and then adjourned to one of the meeting rooms at the hotel where a speaker from the F. B. I. gave an illustrated talk on the detection of counterfeit money.

* * *

The candy jobbers of Chicago joined the group for sandwiches and beer during the evening. There was much song singing and I know that "a good time was had by all." Warren Winkler of Beich presided at the piano. The group was interested in the coming Western Confectionery Salesmen Association meeting which is being held at the Chicago Towers, December 12-14.

* * *

It is gratifying to see so much activity among the candy manufacturers and see all the new improvements, the new machinery and the modernizing of so many of the plants. In talking to Mrs. Julia Steven, she told me of their ambitious plans of their new factory which is being built. Mr. Lavezzorio of Peanut Specialty was telling about plans for enlargement in a new factory this coming year. Brach's addition is in operation. Bunte's warehouse is completed and being used. Joy Candy Company's addition is completed, and I know there are many others all through the country that are going through the same process of modernization and improvement in manufacturing processes.

* * *

Improvement in the quality of low priced confections was particularly noticed at our last Packaging Clinic. Repeatedly we have been told that it is impossible to use a better coating or to use better raw materials on low priced merchandise. However, in our Clinic this time we had the goods of one manufacturer who has continually improved quality and still kept in the low price range. The coatings were better, centers were better, workmanship was better. It has all been the result of a very careful systematic study of all elements that enter into the manufacturing of this type of confectionery. This firm has always been open-minded when it came to improvements in processing, equipment or merchandising. In order to keep costs in line, of course, it has been necessary to have volume, but they do not sacrifice quality because of volume. The mass of the public has never had better candies than they are getting at the present time.

—P. W. A.

THE MANUFACTURING CONFECTIONER



CANDY PLANT HOUSEKEEPING (A Series)

INSECT CONTROL IN PRODUCTION PROCESSES

By ROBERT I. CLAYTON

PART IV

ALL departments of the factory should be regularly and minutely inspected for sources of insect infestation and also for general cleanliness. The chief chemist should be made directly responsible and should be given authority to see that the foremen and forewomen carry out his instructions. A complete inspection should be made at least once a month, with partial inspections being made more frequently. Under the supervision of the chemist, other members of the staff should be required to help in the work of inspection from time to time, and in this way "the other fellow's point of view" may be obtained. Often a bad spot in the factory may be overlooked by the same inspector on successive inspections.

Furthermore, safety precautions throughout the plant should be borne in mind at each inspection, and the necessary remedial steps should be taken on the suggestions put forward in the inspector's report. In this way, dangerous practices, which may have been going on for years, may often come to light. Sometimes such practices may be corrected by a very slight change in layout or method; for instance, a seemingly small matter, such as a door opening the wrong way, may be the source of untold irritation and frequently, danger to personnel.

Machine shop workers are notoriously careless in cleaning up after an installation or repair job is completed. Every machinist, carpenter, electrician and plumber should be made responsible for all tools and equipment used on any particular job and only one man in each case should be chargeable with neglecting to tidy up after completion of the work. All tools, nails, nuts and bolts, etc., should be carefully picked up and stored in their proper place. Small spare parts, belt clips, etc., should never be left on top of conveyors or in other places where they might gain access to raw materials or finished goods.

Dirty chocolate moulds may sometimes become infested with insects. All such moulds should be cleaned thoroughly at the end of a "run," and then properly stacked and covered over so as to prevent dirt and dust settling on them. If the moulds are to be used again within a week, they may be stored without being washed, in a hot room (temperature 120°-130°F.). They may then be washed immediately before use. Proper mould washing, drying and polishing equipment should be considered essential in any confectionery factory which uses moulds.

Machinery which is not in constant use, may harbour insects which multiply rapidly when the machinery is idle. All dirty machines should be completely freed of

adhering chocolate, etc., at the beginning of a shut-down period, and if the shut-down is to be prolonged, they should be greased and covered over. This applies also to obsolete machines which have not yet been dismantled and taken out of the factory.

Machinery Offers Cleaning Problems

Modern machines are complicated affairs, and have not usually been properly designed for easy cleaning. In many cases it is almost impossible to reach certain parts. Where this is the case, special care will have to be taken. Where possible such machines should be steamed, or "stoved" at periodic intervals in a hot room for 24 hours or more at a temperature of 130°-140°F.

Wire mesh belt and machinery guards are difficult to clean, even with a vacuum cleaner. All guards should be made of solid metal and should be easily removable for periodic cleaning.

All trucks and tables should be regularly steamed or "stoved." In washing or steaming, be sure to reach all corners and cracks which are not readily accessible. Metal plates used for the floors of corridors or for table tops should be set in cement or else should be taken up at frequent intervals and the surface underneath steam sterilized.

Raw nuts and cacao beans are not usually sterile. They should therefore not be allowed in the same department with sterilized or roasted nuts or beans. Moths may fly from infested materials and lay eggs on or near sterile material. Thus, boxes of raw materials should not be stored in the room where almonds are blanched.

Precautions in the Packing Room

As there is usually direct access from manufacturing departments to packing rooms, it is fairly easy for flying moths to lay eggs on or near goods waiting to be packed. Although the moths themselves may not be able to oviposit directly on the goods, they may lay eggs sufficiently near that the larvae will have little difficulty in reaching the chocolates. The very small newly-hatched larvae can penetrate very small openings; Wadsworth* says "any hole or crack which is not less than 7/1000 inch at its narrowest point." Since the eggs may hatch in five or six days at room temperature, it is obvious that chocolate or confectionery while waiting to be packed cannot be considered safe for any appreciable length of time. The time between manufacture and packing should therefore be reduced to a minimum, and preferably the goods should be packed immediately without being left overnight.

The fact that finished unpacked goods are extremely susceptible to attack by insects is no reason why every reasonable precaution should not be taken. The best method is, of course, to pack directly off the cooling-tunnel belt into the finished boxes or cartons. But this is not always possible, as in the case of assortments. Where it is necessary to hold finished goods for any length of time, this may be done by keeping the plaques in metal trays which telescope each other, with the minimum of cracks between the trays. These trays should be of metal and should be so designed that there is an absolute minimum of metal scraped off in stacking. Trays and plaques should be cleaned and sterilized frequently. The racks on which trays are stacked should be of simple open work design and easily cleaned metal, and should

be placed in the middle of the room, not pushed against a wall. The legs may be equipped with small wells, a few inches from the floor, into which a trapping material is poured. All other precautions should be observed to see that the room in which the chocolates are placed, is maintained free of insects.

The use of double doors is effective as a detriment to the entry of flying moths. If the packing rooms are air conditioned this will also help, as the moths will tend to be swept back by the outgoing draught when the doors are opened. Where rooms are not conditioned fans may be set up to give a current of air in the proper direction.

All containers or any packing materials which have been previously used for raw food stuffs should not be used without first being sterilized. This applies to bean bags, nut boxes and tins, powdered milk barrels, wood wool and many other items which have been set aside for re-use.

Raw Materials Stocks A Danger Point

It is very important that all raw materials, goods in process, and finished goods be dealt with in strict rotation, the oldest stock being used up first. This requires constant supervision if nothing is to be overlooked. It sometimes happens that stocks of an obsolete line or experimental batch are not discovered until the next inventory is taken, or until they are found infested with insects. This sort of thing should not be allowed to occur, especially since such stock will act as a focus of infestation for other goods in the vicinity.

The stock of every line should be regularly inspected. It is a good practice to establish the normal shelf-life of each line, and then to see that stale stocks, which have been kept over the time limit, are dealt with as waste. Lines which have a limited sale, and therefore do not move very fast, require special attention. Samples of your own or competitor's goods, packages kept as standards, batches on keeping test, etc., should not be overlooked and allowed to accumulate in offices or sample rooms. Such goods are liable to become infested and should be examined at frequent intervals and replaced when necessary. Laboratory samples should likewise be removed at stated intervals, especially if they are not kept in sealed tins or glass jars.

The stock room itself should necessarily be scrupulously clean, bright and airy, of proper temperature and humidity for good storage. All stock should be stacked on duck-boards at least 4 in. from the floor. The duck-boards should be taken up at frequent intervals, and the floor underneath carefully cleaned. For this purpose the boards should not be nailed down and should not be unwieldy. All shelving in the stock room should be built well away from the walls for easy cleaning. Cupboards should definitely not be used.

Proper Handling of Returned Goods

The returned goods department should be isolated from the factory if at all possible, and should be kept shut tight at all times. Returned goods should be unpacked immediately upon arrival and examined at once for insect infestation and staleness. The packing materials from infested goods should be placed in suitable containers and destroyed, usually by burning. All unpacked returned goods should be placed in covered metal containers until disposed of. Infested goods should be kept separate from stale goods not infested and should

* Wadsworth, R. V., 1933—"Cocoa Beans and *Ephestia elutella*", Tropical Agriculture, Vol. X, No. 3, pp. 97-100.

be burnt as soon as possible. For purposes of information it is as well to have the species of insect identified in each case of infestation, so that a record may be kept of where and how the infestation took place, and the age of the goods in question. Goods which are not stale, but have been returned for some other reason such as damage to cartons in transit, should not go to the returned goods room at all, but should be repacked at once and placed back in stock.

The returned goods room should have a minimum of furniture, and that which is absolutely necessary should be of open design metal work and readily movable. No wooden boxes, cartons, etc., should be allowed to be taken into the factory for re-use, without first being sterilized. The returns room should be entirely emptied from time to time and heat-sterilized to prevent the spread of insects which may have become established there.

In the case of returned goods, fumigation is a very definite help in preventing infestation from spreading from the returned goods room to the rest of the factory. A fumigation chamber makes it possible to fumigate insect infested goods on receipt. They may then be opened at leisure, without fear of moths flying out or beetles crawling away to infest goods elsewhere.

It is not necessary to buy an expensive steel vacuum fumigation vault for this purpose, as it is not usually necessary to fumigate large quantities of material at any one time. An inexpensive atmospheric chamber will serve the purpose, and may even give more satisfactory results. One type of chamber which may be used is made of wood reinforced with 2"x4" or 4"x4" beams and approximately 8'x6'x6'. The whole of the inside is lined with galvanized iron and all seams are well soldered so that no leaks can occur. The chamber contains a heating coil and a fan for distribution of the gas. The door is of the refrigerator type, fitted with a rubber gasket, and having clamps for tight closing. At the other end of the chamber there is an outlet which is closed as soon as the gas begins to escape freely. The material to be fumigated is placed inside and the gas allowed to enter at an opening near the floor of the chamber. The gas may be contained in a cylinder placed directly on a scale so that the correct amount is discharged at will. After the chamber is filled with gas and all outlets closed, the fan is started by means of an outside switch and the temperature is raised to about 80°F. A chamber such as that described can be made for less than \$400.

Exposition To Be Held With Convention

Board of directors of the National Confectioners Association has decided to hold a Confectionery Industries Exposition in conjunction with the 58th Annual Convention of the N.C.A. at the Palmer House, Chicago, June 2 to 6, 1941. Clapp and Poliak, Inc., New York, will again manage the exposition, and D. P. O'Connor, vice president of Penick & Ford, Ltd., New York, has accepted the board's invitation to head the Exposition Committee. At a meeting of the Chicago officials of the N.C.A. on November 6, Fred W. Amend was selected as Convention Chairman, and Will T. Reed was made chairman of the Golf Tournament. Other chairmen were also tentatively selected, but names are withheld until acceptances have been received. These include chairmanships of the Program, Ladies' Activities, and Dinner Dance committees.

for November, 1940

PHILIP P. GOTT NEW N.C.A. PRESIDENT

THE National Confectioners Association has announced the acceptance by Philip P. Gott of the position of full time paid president of the Association, effective January 1, 1941.

Ever since members of the Association were apprised of the facts gathered by Barrington Associates in their survey of the Association, and the recommendations made by the survey organization there has been much speculation over choice



PHILIP P. GOTT.
NEW N.C.A. PRESIDENT

of the recommended fulltime president. The N. C. A. announcement brings a definite answer to this speculation. Thus, the Association, for the first time in its 57-year history, will be headed by a president from outside the Industry, since heretofore all presidents had been chosen from the active membership. Mr. Gott succeeds Harry R. Chapman, vice president of the New England Confectionery Company.

Selection of the new president was made by the N.C.A. board of directors at meetings held in Chicago, October 4 to 7. Announcement of the new president has been withheld, however, until definite acceptance had been received from Mr. Gott. At the same series of meetings, the directors also voted to retain M. F. Burger as secretary of the Association and to turn the Trade Mark work of the organization over to him, in addition to his other secretarial duties, his salary to remain the same as in the past.

Mr. Gott is at present, and has been for the past 10 years, manager of the Trade Association Department of the U.S. Chamber of Commerce in Washington, D. C. During the two years preceding his acceptance of this managership, he had been assistant manager of the department under Dr. Hugh P. Baker, and assumed the full managership upon the latter's acceptance of the presidency of Massachusetts State College, Amherst, Mass. During Mr. Gott's tenure as manager of the Trade Association department, the department has made numerous studies of trade association activities throughout the country and has issued many reports on such subjects as association activities, statistics, trade promotion, and employee training.

The new N.C.A. president is a graduate of Oberlin College, Oberlin, Ohio, and Columbia University, New York. He is a member of the Bar in Washington, D. C., and holds membership in the American Trade Association Executives; American Statistical Association; American Academy of Political and Social Science; Washington Board of Trade, and other organizations.

He is married and has two children, a son, Porter, now a student at Oberlin College, and a daughter, Laura Jane, at Alice Deale Junior High School. Born in Ohio, Mr. Gott still maintains his legal residence in Akron. However, with assumption of his new duties, he plans to make his permanent residence in Chicago.

\$200,000 NEW FACTORY FOR STEVEN CANDY KITCHENS

CONTRACTS were let the middle of October and work has been started on a \$200,000 completely air-conditioned plant for the Steven Candy Kitchens, Inc., at 611-635 North Sacramento boulevard, Chicago, Illinois. The new building will stand on a site containing 67,000 sq. ft. formerly occupied by the Griffin Wheel Co., and just north of the new \$2,000,000 Sprague, Warner & Co. plan now under construction.

Plans for the layout were drawn by Howard F. Colburn and Associates and the Enjay Construction Company has the general contract.

It is just 19 years ago that Julia C. Steven started the candy manufacturing business then known as Julia Steven's Candies, at Wells and Lake streets. At that time she manufactured exclusively for the Buck and Rayner drug store chain a line of home type candies, and this is still her main line. However, the company has grown steadily. In 1923, the business had outgrown the small quarters in the Chicago "Loop," and was moved to 445 Milwaukee avenue. Sales outlets increased to include other retail stores besides the drug stores. Later another move was made to 469-81 Milwaukee avenue, the present address. Business today has been



Mrs. Julia C. Steven

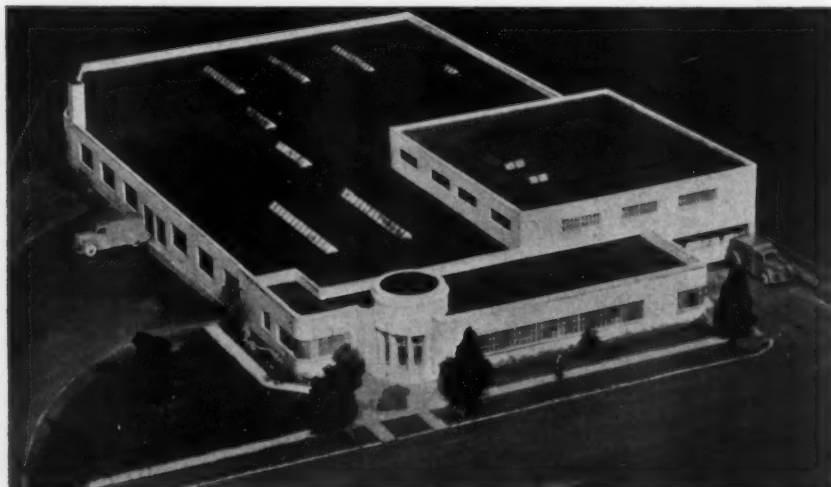
expanded over a national area, and the company sells direct to retail stores only.

From the very beginning hand-dipped goods have been featured in the Steven line and the company's business has shown from 15% to 20% increase every year until now the volume is many times the original sales volume of 1921. Several years ago Mrs. Steven organized the Mrs. Steven Candy Company for the purpose of operating and managing retail stores. This division is headed by Mrs. Steven's sister, Mrs. Mildred Sayer, and operates 15 stores in Chicago and one in Milwaukee. These stores feature only Steven's candies in the popular price ranges. This division also operates candy department concessions in several department stores.

The new manufacturing plant will have a 150 ft. front and will be 225 ft. deep. Total manufacturing floor area will be 43,625 sq. ft. Part of the building will be in two stories and, as has been the practice from the beginning, there will be a retail store in connection with the factory.

Candy kitchens and packing rooms will be finished in white tile. Direct sunlight will be provided in the manufacturing departments and the factory layout will be streamlined throughout. All of the 350 employees will wear white uniforms and caps and will be required to pass a physical examination.

Mrs. Julia C. Steven is president of both Steven Candy Kitchens, Inc., and Mrs. Steven's Candy Company. Her sister, Mrs. Bertha Binks, is secretary and another sister, Mrs. Mildred Sayer, is treasurer. Gerard Ungaro is vice president, and George Frederick, formerly of Herz Candy Co., St. Louis, has just recently been named general manager of the manufacturing division.



Model of the New, Streamlined Plant of Steven Candy Kitchens, Inc., Chicago, Now Under Construction. The Building will be Completely Air Conditioned and Light Conditioned.



On Fridays, children come for miles to receive sacks of Candy distributed at Steven Candy Kitchens Factory. Candy is broken and imperfect pieces left from week's production.

Mrs. Steven has endeared herself to the youngsters of Chicago by having hundreds of sacks of candy ready for them every Friday afternoon at her factory door. The youngsters come from miles around to get their sacks of candy, containing broken and imperfect pieces left from the week's production, but always as fresh as that sold in the stores. No candy is left in the factory over the week-end.

The annual Christmas party for employees is another outstanding feature of the year. The firm entertains all employees at a party in the Merchants and Manufacturers Club in the Merchandise Mart, Chicago. This year there will be an attendance of 450 persons.

Steven Candy Kitchens has demonstrated the wisdom of building a good specialty and sticking with that one line. The firm is known everywhere for its 2½ lb. metal tin retailing at \$1.

Containing 39 illustrations, an attractive two-color pamphlet titled "1294 Ways," describing latest developments in the air conditioning, refrigeration and heating fields, has just been published by Carrier Corp., Syracuse, N. Y. Photographs of equipment range all the way from window ventilators to huge centrifugal machines and from oil burners to frosted-food cabinets.

COMING EVENTS

Nov. 15, Label Manufacturers Nat'l Assn., Edgewater Beach Hotel, Chicago.

Nov. 25-27, Associated Grocery Mfrs. of America, Waldorf-Astoria, New York.

Dec. 3, Illinois Manufacturers Association, Stevens Hotel, Chicago.

Dec. 11-13, National Association of Manufacturers, Waldorf-Astoria, New York.

Dec. 12-14, Western Confectionery Salesmen's Association, Chicago.

Dec. 26-28, American Marketing Association, Stevens Hotel, Chicago.

Western Salesmen Meet in Chicago

THE 26th Annual Convention of the Western Confectionery Salesmen's Association will be held at the Chicago Towers, Chicago, Ill., December 12 to 14. The three-day meeting will open with a luncheon for the manufacturers and allied industries on Thursday noon, Dec. 12, and the first business meeting will be held following the luncheon.



George W. Gronberg, president, Western Confectionery Salesmen's Association.

On Thursday evening the regular club night or "stag" will be held. The schedule for Friday includes a business meeting in the afternoon and a bingo party for members and guests in the evening. Saturday will be taken up with business matters, including the election and installation of officers for the ensuing year. All meetings and entertainment features will be held at the Chicago Towers, 505 North Michigan avenue.

There are no matters of particular importance to be discussed at the meetings, except an amendment to the constitution concerning the election of officers. The nominating committee has put up the following slate of officers: For president: R. H. Johnson and Leo Leien-decker; for 1st vice president: John W. Mack and Jack Oppenheimer; for 2nd vice president: Lou Leckband and Harry Lynn; for secretary-treasurer: George Burleson and George Volk; for assistant secretary-treasurer: Edward L. Nixon and Louis J. Fink.

Knudson To Address Annual Business Congress

Industry's biggest annual get-together—the Congress of American Industry—will be held this year at the Waldorf-Astoria hotel, New York, December 11 to 13, according to an announcement by the National Association of Manufacturers, sponsors of the event. A highlight on the program will be the address of William S. Knudsen, member of the Advisory Commission to the National Defense Council. His subject will be "Industry Meets the Challenge of Defense."

September Sales Up 1.7 Percent

Sales of confectionery and competitive chocolate products were 1.7 percent greater in September of this year than during the same month last year, according to Business Census figures. For the first 9 months of this year, sales were 7.5 percent higher than for the same period in 1939. A less than usual seasonal gain in sales between August and September was reported as 49.3 percent this year. Sales of manufacturers of chocolate products competitive with confectionery continued to record the largest sales gains over last year, increasing 11.5 percent over September 1939, and 14.7 percent over the first 9 months of 1939.



THE *Manufacturing* RETAILER



HOLE-IN-WALL CANDY SHOPS A Problem For Retail Manufacturers

By **GEORGE A. EDINGTON**

EVERY year at about this time, the confectioner comes up against a problem that is annoying, unfair and apparently difficult to remedy. It does not concern his production or his shops, it has nothing directly to do with the weather, and there doesn't seem to be much he can do as an individual to stamp out this annual problem. I am referring to the appearance each Fall of the little hole-in-the-wall confectionery shops and the kitchen candy merchants.

Like mosquitoes which appear with the summer's first warm weather, these people appear each Fall with the coming of the first cool weather. I am not sure whether this is a national phenomenon, but here in Chicago it seems to be becoming a regular epidemic each Fall. If the trend is permitted to continue, these seasonal candy "bootleggers" are going to be a real menace to the retail confectioner before very long.

I speak of them as bootleggers although that term may not be quite accurate in the sense that we ordinarily apply to it. Perhaps these people are actually getting permits or licenses from the city, for it isn't too difficult to do so if you have the proper amount of long green. And so, in this respect you may not really call them bootleggers. However, they operate much as the bootlegger of prohibition days. There is no permanency about them, they flourish only for a few months between the coming of Fall and Mother's Day, they have no investment, little overhead, and the goods they are offering to the public is often as bad as some of the bootleg rum we used to buy in Volsted days for fancy prices. In that respect they have all the earmarks of the old-time bootlegger.

With no reputation to maintain, little or no overhead, and a gullible public to work on, these people annually skim the cream off the neighborhood market during the holiday season and then close up until the next Fall. They hire dippers and shop help during the slack season in summer, pay them as little as they can get away with, work them long hours so they can put out their goods on a volume production basis, and then when their season is over, they turn these people adrift again. The worst part of it is, so far as other confectionery firms are concerned, that candy help which has worked in such places once is pretty well spoiled for similar work in a legiti-

mate year-round shop. From the standpoint of the public, the candy produced in such places often, if not always, is pretty poor stuff and the public, once "stung" by candy like this, immediately condemns the whole industry.

It seems there ought to be something the legitimate operators could do about this situation. It is impossible to get at such places through the Food and Drug Act, since too few states have passed state acts conforming to the New Federal Act, and few of these people operate in interstate commerce. So far as local ordinances are concerned, the inspection system set up under them, at least in Chicago, is pretty slipshod. In many cases, too, the kitchens and shops of these operators have been closed and moved to other locations before inspection can be made of them. There is no provision made in the application for a permit or license, so far as I know, which requires a statement from the applicant, some statement or pledge as to sanitary conditions, purity of materials, etc. Getting a license or permit is just a matter of paying a fee and obtaining the permit. Thus, there seems little to be done, legally.

Certainly, there is no valid reason why anyone so inclined cannot go into the candy business. This is still a free country and the one advantage we enjoy over the peoples in many other lands is that we can do almost anything we want so long as it is within the law and we have the money to do it. But the trouble is that these hole-in-the-wall, fly-by-night, candy people, have no interest or desire to set up a permanent business. They merely want to skim the cream off the markets carefully built up by others and then close up and move to other likely looking spots when the next season comes. They are making the candy business a seasonal proposition when the legitimate operators are striving with all their intelligence and business acumen to make it an attractive and profitable all-year business.

True, there are many persons who, by force of circumstances, have had to fall back on something of this kind in order to stay off the relief rolls. Then there are also many persons who have the sincere opinion that they can do what others before them have done. We have no arguments with such, for certainly if they can make candy that will sell and can find customers who will buy, there

PACKAGE DESIGN THEME ON SIGN



Readers Will Recall the Series of Articles by Charles C. S. Dean, Published Earlier This Year, in Which the Development of the "Family" or Theme Design for Georges (Geo. DeMet & Bros., Chicago) Was Traced by Mr. Dean. He Told of the Considerations Which Brought About the Creation of the Above-pictured Design for Packages, Menu Cards, Water Glasses, Plates, Cups and Saucers, and Advertising Matches. Above Is Shown the Latest Use of This Theme Design Idea—Utilization as a Huge Neon Sign Hanging from One of the Company's Main Stores in Chicago.

is no law or precedent which says they cannot take a shot at the candy business, I suppose other businesses have this same problem in a greater or lesser degree.

Nevertheless, it has always been a source of wonderment to me why so many people want to go into the candy business. Let the newspapers publish a story about one of our successful candy business women, and immediately a half-hundred other women believe, because they have made candy in their home kitchen, they can do equally as well. What they don't realize is that women like Chicago's Mrs. Snyder or Mrs. Steven are successful, not merely because they could make good candy, but because first and foremost, they are good business women. They probably would have been just as successful in other types of businesses.

So far as making candy is concerned, it is possible to hire candy makers who will turn out any type of goods you desire and do a far better job of it than the home cook, no matter how good friend hubby may say her fudge is. It is something else again to have the business ability and experience and the contacts to build up and show a profit on commercial operations. This calls for careful and astute buying, knowing when and how to expand, cutting costs, real merchandising ability, and a thousand and one other things which the good-cook house-wife hardly ever has to consider in more than a cursory way in her own household. Making the candy itself is really the least important part, although of course, quality is a prime consideration.

As I have said, there is no quarrel with people who have a real desire to start and operate a candy business. But these others who merely want to capitalize on what others have built up by hard work and years of careful planning and by real contributions to the life and progress of the communities in which they operate—these poachers on the good name and reputation of our Industry ought to be sought out and prosecuted to the limit of legal procedure and public indignation.

In some respects I suppose the legitimate operators are themselves to blame for the situation. Especially those who cut their help loose during slack seasons and expect them to shift for themselves until the upswing starts again. Naturally, such employees, candy dippers, packers, etc., have nothing else to fall back on. They've got to live, so they turn to the one thing they know how to do. Let someone come along with a proposition and it is only natural they will accept it if it means work for them. I have seen some of these people after their experiences on such jobs, and I'm frank to say I'd rather hire entirely inexperienced help than re-hire those who have spent a season with hole-in-the-wall operators. In the slam-bang, knock-it-out system under which they work for such concerns, they lose whatever finesse they had and it is practically impossible to re-teach them the technique and care required for quality goods.

Chocolate Standards, Dec. 9

It has been announced that hearings on Chocolate Standards will be held at 10 a.m., Dec. 9, in Room 1039, South Building, Independence Avenue and 14th St., S.W., Washington D. C.

Confectioners! Before You Attend That Hearing—

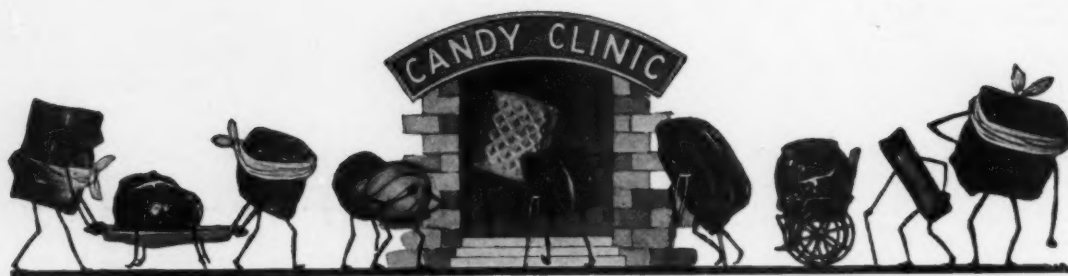
Under date of Nov. 4, a bulletin of the N.C.A. over the signature of H. R. Chapman, president, suggests that confectioners who make their own coatings as well as those who buy their coatings procure from the Superintendent of Public Documents, Washington, the Definitions and Standards as proposed by the Federal Security Administrator, and the Rules and Practices provided for public hearings, before they go to Washington, Dec. 9, for the hearings on Chocolate Standards. Proposed Standards and Definitions were published in the *Federal Register* of Oct. 19, 1940, and the Rules of Practice in the same publication on June 26, 1940.

Kelly and Hughes Leave N.C.A. Posts

A.M. Kelly resigned as executive vice president of the National Confectioners Association, effective Nov. 1, in line with the reorganization plan of the Association. Under the same plan, Walter C. Hughes, former secretary and more recently trade mark counsel of the N.C.A., has relinquished the trade mark work which has been transferred to M. F. Burger at the N.C.A.'s main office in Chicago.

And Now — Candy for Dogs!

Canine Vita Candy Company, makers of "Charge," a dessert candy for dogs, has just announced it will introduce a special Christmas gift package for pets. So, don't forget Fido this Christmas.



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

SMALL PACKAGE CANDIES

CODE 11A40

Ice Cream Drops—6 ozs.—19c

(Purchased in a drug store,
Boston, Mass.)

Appearance of Package: Good.
Box: One layer, buff colored printed in blue. Neat looking package.
Appearance of Box on Opening: Good.
Number of Pieces: 19 pieces.
Coating: Dark.
Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good.
Center:
Color: Good.
Texture: Good.
Flavor: Good.
Remarks: The best ice-cream drops that the Clinic has examined in a long time. Very good coating and center is a real old fashioned ice cream drop.

CODE 11B40

Butterscotch—5 ozs.—10c

(Purchased in a drug store,
Boston, Mass.)

Appearance of Package: Good.
Size: Good.
Container: Folding tray, blue printed in yellow and white. Cellulose wrapper. 28 pieces wrapped in moisture proof cellulose.
Color: Good.
Moulding: Good.
Texture: Good.
Flavor: Good.
Remarks: A well made butterscotch,

neatly packed and cheaply priced at 10c. The best 10c Butterscotch package that the Clinic has examined this year.

CODE 11C40

Coconut Cakes—2 oz.—5c

(Purchased in a railroad depot,
Boston, Mass.)

Appearance of Package: Good.
Ten toasted coconut cakes on a board.
Printed cellulose wrapper.
Color: Good.
Texture: Dry.
Taste: Lacked coconut taste.
Remarks: Piece did not have a good coconut taste and was too dry. Suggest more coconut be used and the batch be cooked lower.

CODE 11D40

Assorted Creams and Soft Centers—8 ozs.—25c

(Purchased in a drug store,
Boston, Mass.)

Appearance of Package: Good.
Box: One layer, white printed in green and gold, cellulose wrapper.
Appearance of Box on Opening: Good.
19 pieces.
Coating: Dark.
Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good.
Center:
Chocolate Fudge: Good.
Cream Brazil: Good.
Buttercream: Good.

Pineapple Jelly: Fair.
Lime Jelly and Cream:
Cream: Too hard.
Flavor: Good.

Vanilla Nut Fudge: Good.
Molasses Coconut Cream: Good.
Raspberry Cream: Good.
Maple Walnut Marshmallow: Good.
Vanilla Marshmallow: Good.
Peppermint Cream: Good.
Wintergreen Cream: Good.
Orange Cream: Good.
Lemon Cream: Good.
Wee Bit Peppermint Cream: Good.
Mint Jelly: Good.
Assortment: Fair.
Remarks: Candy was of good quality. Suggest some hard and chewy pieces be added as box contained too many creams.

CODE 11E40

Home Made Candies—1 lb.—85c

(Purchased in a candy shop,
San Francisco, Cal.)

Appearance of Package: See Remarks.
Box: One layer type embossed buff paper top printed in gold and brown.
Appearance of Box on Opening: Good.
Contents:

CELLULOSE WRAPPED

Chocolate Marshmallow Caramels:
Good.
Assorted Caramels: Good.
Assorted Nut Nougats: Good.
Marshmallow and Caramel: Good.
Assorted Caramels & Nougats: Good.

UNWRAPPED PIECES

Nut Crunch: Good.

THE MANUFACTURING CONFECTIONER

THE Standard



CITRUS PECTIN *for* CONFECTIONERS

WIRE OR WRITE FOR SAMPLES AND FORMULAS



CALIFORNIA FRUIT GROWERS EXCHANGE

189 W. Madison St., Chicago, Ill.

**PRODUCTS DEPARTMENT
ONTARIO, CALIFORNIA**

99 Hudson St., New York, N. Y.

IMMEDIATE DELIVERY FROM WAREHOUSE IN NEW YORK, CHICAGO, SAN FRANCISCO

Apricot Walnut: Good.
Gum Drops: Good.
Gum Nut Paste: Good.
Molasses Coconut: Good.
Chocolate Nut Coconut Paste: Good.
Chocolate Almond Caramel: Good.
Nut Buttercream chocolate coated: Good.
Pecan Butterscotch Chew: Good.
Pecan Jelly Caramel Slice: Good.
Brazil Nougat Slice: Good.
Pecan Chocolate Brazil Caramel Slice: Good.
Jelly Brazils: Good.
Remarks: The finest box of Home Made Candies that the Clinic has examined in a long time. Quality and workmanship are of the best.

Suggest a cellulose wrapper be used as box had some finger marks on it. Box is neat and attractive.

CODE 11F40

Assorted Creams—1 lb.—65c

(Purchased in a candy store, Chicago, Ill.)

Sold in Bulk.
Coating: Bittersweet.
Color: Good.
Gloss: Good.
Strings: Fair.
Taste: Good.

Centers:
Chocolate: Good.
Vanilla: Good.

Remarks: Assortment entirely too small. Suggest at least six more creams be added to the assortment. A trifle high priced at 65c the pound.

CODE 11G40

Cream Coated Coconut Bonbons and Caramels—1 lb.—60c

(Purchased in a candy store, Chicago, Ill.)

Sold in Bulk.
Cream Coating: Too hard.
Colors: Good.
Center:

Coconut: Good.
Caramel: Grained.
Orange Jelly: Good.

Remarks: Suggest coating be checked up as it was entirely too hard. Cream coated candies do not eat well if coating is hard.

CODE 11H40

Walnut Toffees—5c

(Purchased in a railroad depot, Chicago, Ill.)

Appearance of Package: Good.
Size: Good. 21 pieces, each wrapped in a printed wax wrapper, placed in a printed boat, cellulose band.

Color: Good.
Texture: Good.
Taste: See Remarks.

Remarks: A well made taffy and neatly packed but had a scorched taste and lacked a walnut flavor.

CODE 11I40

Assorted Chocolates—1 lb.—50c

(Purchased in a candy store, Chicago, Ill.)

Sold in Bulk.
Coating: Light and dark.
Colors: Good.
Gloss: Good.
Strings: Fair.
Taste: Good.

Centers:
Lemon cream: Good.
Coffee Cream: Good.
Vanilla Cream: Good.
Nut Cream: Good.
Strawberry Cream: Good.

Assortment: Too small.

Remarks: Assortment is too small and suggest some hard and chewy pieces to be added to improve the assortment.

CODE 11J40

Honey Crisp—1 lb., 10 ozs.—25c

(Purchase from a salesman, Chicago, Ill.)

Appearance of Package: Good for this priced candy.

Box: Folding, printed in orange and black. Wax paper wrapper.

Contents: Peanuts, coconut and hard candy.

Coating: Very cheap tasting.

Piece was brittle and good eating but did not have a good flavor. We think that the coating was the cause of the poor taste.

Remarks: A very cheap piece of candy. A better coating could be used at the price of this candy.

CODE 11K40

Chocolate Peppermints—2 ozs.—5c

(Purchased in a drug store, Chicago, Ill.)



FOR THE HOLIDAYS
Long's

RUM-RAISIN

in your
Hard Candy - Cream Work

Will give your candies just the right "zip" needed for Christmas and New Year enjoyment. Here is spicy Rum to which is added delicious, fruity Raisin to give you a combination that is unbeatable for sheer goodness.

Write for Sample

James B. Long & Co., Inc.

CHICAGO NEW YORK
818 N. Franklin St. 415 Greenwich St.

Appearance of Package: Good.

Box: Folding, printed in Brown and Buff.

Number of Pieces: 9

Coating: Dark: Good for this priced candy.

Center:

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: A well made chocolate peppermint cream, neat looking box.

CODE 11L40

Coffee Toffee—1 oz.—5c

(Purchased in a drug store, Chicago, Ill.)

Appearance of Package: Good. 8 foiled pieces on a printed board, cellulose wrapper.

Color: Good.

Texture: Too soft for toffee.

Flavor: Good.

Remarks: A good looking package, neatly put up. Candy is of good quality but was cooked too low for a good eating toffee.

CODE 11M40

Caramelles—2 ozs.—5c

(Purchased in a drug store, Chicago, Ill.)

Appearance of Package: Good. Yellow folding box open face center, printed in red.

Pieces are in cellulose bag.

Coating: Light: Good.

Center: Vanilla Caramel.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best panned chocolate caramels that the Clinic has examined in some time. Piece is well made and good eating.

CODE 11N40

Assorted Coconut Paste Oblong—1 lb.—20c

(Purchased in a 5c & 10c store, Chicago, Ill.)

Sold in Bulk.

Colors: Good.

Texture: Good.

Taste: Good.

Remarks: Candy had a good coconut taste, one of the best that the Clinic has examined this year at this price.

CODE 11O40

Caramel Whirls—4½ ozs.—5c

(Purchased in a 5c & 10c store, Chicago, Ill.)

Sold in Bulk.

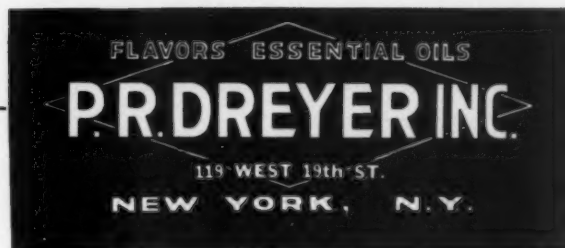
Vanilla Caramel Whirls:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A good eating piece, cheaply priced at 4½ ozs. for 5c retail. It is surprising how candies can be sold at these prices and the manufacturer can still stay in business.

CODE 11P40**Assorted Hard Candy Fruits****—3½ ozs.—10c**(Purchased in a railroad depot,
Chicago, Ill.)**Appearance of Package:** Good. Cellu-
lose bag, printed paper clip on top.
Pieces wrapped in colored foils and
cellulose.**Colors:** Good.**Gloss:** Fair.**Jacket:** Good.**Centers:** Good.**Flavors:** Good.**Remarks:** Package is attractive and
candy is well made. Should be a good
10c seller.**CODE 11Q40****Vanilla and Chocolate Coconut****Kisses—1 lb.—23c**(Purchased in a candy store,
New York, N. Y.)**Appearance of Package:** Good.**Box:** One layer, white printed in red,
brown paper wrapper.**Appearance of Box on Opening:** Good.**Vanilla Kisses:****Color:** Good.**Gloss:** Good.**Texture:** Good.**Taste:** Good.**Chocolate Coconut Kisses:****Color:** Good.**Texture:** Good.**Gloss:** Good.**Taste:** Good.**Remarks:** The best coconut kisses that
the Clinic has examined this year,
neatly packed and of good quality for
this priced goods.**CODE 11R40****Assorted "Home Mades"—1 lb.****—49c**(Purchased in a candy store,
New York, N. Y.)**Appearance of Package:** Good.**Box:** One layer, white printed in green,
yellow, pink, chocolate and blue —
Garden scene. Brown paper wrapper
tied with brown cord.**Appearance of Box on Opening:** Good.
Contents:**Pecan Nougat Roll:** Good.**Orange Slices:** Good.**Pecan Mallows:** Good.**Brazil Nut Caramels:** Good.**Raspberry Jelly and nuts:** Good.**Assorted Bon-Bons:** Good.**Vanilla and Chocolate Fudge,** cellu-
lose wrapped: Good.**Nut Taffy:** Good.**Jelly Whirl:** Good.**Pecan Chew:** Good.**Vanilla Caramel, cellulose wrapper:**
Good.**Sugared Nut Date:** Good.**Coconut Fruit Square:** Good.**Foiled wrapped Solid Milk Chocolate:**
Good.**Caramel Nougat Slice:** Good.**Gum Square:** Good.**WANT A FREE BOX OF CANDY?**

We will gladly send FREE and Post Paid to any
candy manufacturer who writes in on his firm's letter-
head, a small box of hard candies made with three
Imitation Flavors—APPLE SWEET, CHERRY SWEET and
BUTTER RUM.

These FLAVORS have been incorporated in hard
candy to show you what results you may obtain with our
CONCENTRATED IMITATION HARD CANDY FLAVORS.
With each box of candies we will forward complete in-
formation as to just how they were flavored.

Write today for your candies
which were made with
CONCENTRATED IMITATION

**APPLE SWEET
BUTTER CREAM
CHERRY SWEET**

FOR HARD CANDY
**\$2.00 per Pint
\$14.00 per Gallon**

Milk Chocolate Coated Buttercrunch:
Good.**Milk Chocolate Coated Vanilla
Cream:** Good.**Dark Coated Lemon Cream:** Good.**Dark Coated Coffee Cream:** Good.**Dark Coated Strawberry Cream:**
Good.**Assortment:** Good.**Remarks:** The best kind of "Home
Mades" the Clinic has examined this
year at this price.**CODE 11S40****Orange Slices—4½ ozs.—10c**(Purchased in a candy store,
New York, N. Y.)**Appearance of Package:** Good.Orange slices are formed in the shape
of an orange, cellulose wrapper, silver
seal printed in blue.**Color:** Good.**Texture:** Good.**Taste:** Good.**Remarks:** A neat and attractive orange
slice package. Slices are well made
and had a good orange flavor.**CODE 11T40****Nut Bar—about 2½ ozs.—10c**(Purchased in a candy shop,
New York, N. Y.)**Appearance of Bar:** See Remarks.**Wrapper:** Plain wax paper.Bar is a layer of vanilla nut caramel,
layer of marshmallow and a layer of
vanilla nut caramel. Cut in slices and
dipped on one side.**Caramel:** Good.**Marshmallow:** Good.**Remarks:** Very good quality of candy,
well made. Suggest a printed wrapper
be used as bar did not make a good
appearance. Slightly high priced at
10c.**CODE 11U40****Chocolate Peppermints—3½ ozs.****—10c**(Purchased in a railroad depot,
Boston, Mass.)**Appearance of Package:** Good.**Box:** One layer, green printed in black
printed gold seal.**Appearance of Package on Opening:**
Good.**Coating:** Dark.**Color:** Good.**Gloss:** Good.**Strings:** Good.**Taste:** Good.**Center:****Color:** Good.**Texture:** Good.**Flavor:** Good.**Remarks:** The best 10c box of choco-
late peppermints that the Clinic has
examined this year. Well made and
of good quality.**CODE 11V40****Pine Taffy—3¾ ozs.—15c**(Purchased in a railroad depot,
Boston, Mass.)**Appearance of Package:** Good.**Box:** One layer, white printed in green,
cellulose wrapper.**Appearance of Box on Opening:** Good.
20 pieces.

Piece is an undipped caramel.

Color: Good.**Texture:** Good.**Taste:** Fair.**Remarks:** Package is highly priced at
15c for 3¾ ozs. Caramels are not up
to standard, in fact, they had a cheap
caramel taste. At this price a quality
caramel could be made. Could not
taste any Pine flavor.

NEWS OF THE SUPPLY FIELD

EQUIPMENT • MATERIALS • MARKET INFORMATION • FIRMS • PERSONALS

Develop New Candy Slab

A steel heating or cooling slab said to be foolproof in every respect has recently been announced by Savage Bros., Chicago, Ill. It is called the Savage scientific cooling or heating slab, and after thorough trial in several plants over a period of three years, was announced through the advertising pages of THE MANUFACTURING CONFECTIONER in September. The slab is claimed to be faster cooling, will give even heating or cooling at all times, and is convenient and economical to use. It is available in standard sizes and in special sizes to order.

John Anderson, chairman of the executive committee of Charles Pfizer & Co., manufacturing chemists of New York, died recently, at the age of 82. He joined the company in 1873 as an office boy and advanced steadily throughout his years with the company until, in 1900, he became chairman of the board. He was a life director of the Metropolitan Life Insurance Co.; a trustee of the American Surety Co. and the Union Dime Savings Bank and a former trustee of the Church Charity Foundations. His clubs included the Drug and Chemical club and the Nassau Country club. A son, George A., of Brooklyn, vice president of the Pfizer Company, is the only surviving member of the immediate family.

In our news item last month about the new packaged colors of National Aniline and Chemical Co., it was erroneously stated that these colors are packed in transparent cellulose. We have been informed that the packets are made of moisture-proof transparent latex.

Clifford C. Van Buskirk, New York metropolitan bulk sales manager for Corn Products Sales Co., New York, died early in October, after a long illness. He was 55 years old and had been associated with the company for more than 30 years. Surviving are his widow, Elfrida Mittag Van Burkirk; two sons, Robert and John, and a sister, Mrs. A. D. Griffiths.

C. L. Miller Company announces the removal of its offices to 521 Fifth Avenue, New York.

Emil Vilter, who was chairman of the board and president of the Vilter Manufacturing Co., Milwaukee, Wis., from 1919 to 1934, died recently at the age of 69. The company manufactures refrigeration and air conditioning equipment. William O. Vilter, brother of the deceased, is president of the company.

Mr. and Mrs. J. S. Brown, Lincoln, Nebraska, announce the marriage of their daughter, Marion W., to Mr. Howard Aylesworth of Chicago. The wedding took place on October 24, at the Howe Memorial chapel, Northwestern University, Evanston, Illinois. Mr. Aylesworth is sales engineer for Burrell Belting Co., well-known Chicago supply firm.

Leete Called to Active Duty

Dr. Joseph F. Leete, former president of Industrial Sugars Corporation, Chicago, has been called to active duty at the U.S. Naval Academy, Annapolis, with the rank of lieutenant commander, U.S. Naval Reserve. He will teach applied chemical engineering at the academy.

Charles S. Wood, sales director of Corn Products Refining Co., New York, died recently following a paralytic stroke. He was 70. Mr. Wood was a graduate of Brooklyn Polytechnic Institute and began his career as an office boy with the Duryea Starch Company 54 years ago. When this company was merged with National Starch Co., in 1899, he was transferred to the sales department of the new company. Later he formed his own company, the Independent Starch Company, serving as its president until 1904 when he left to join the New York Glucose Company which had taken over the National Starch Company. In 1906, New York Glucose Company and Corn Products Company merged as Corn Products Refining Company and Mr. Wood was named sales director. In 1936, the company honored him especially for his 50 years of service in the industry.

Richard Wagner, president of the Chicago Corporation, disclosed on November 5, that Industrial Sugars Corporation, Chicago, will suspend operations until further notice. Principal reason for the suspension, said Wagner, is the inadequate supply of raw sugar and the need for making general repairs to the plant machinery. The company has been unable to make commitments for new supplies of Louisiana raw sugar. The Chicago Corporation has effective control of the company through an investment of \$500,000 in preferred stock.

GRANULATING MACHINE

An automatic-screen granulating machine of large capacity adaptable for breaking down lumps formed while materials are being processed or while standing in containers, has just been announced. It is also used for reducing the free-flowing granular powders, porous, brittle or bulky materials as they come from dryers and for granulating pharmaceuticals, filter press cakes, malted milk, extracts, etc. In the food field it is also used for handling gelatine and sugar mixtures, etc.

Bulletin No. 15 just issued by S. G. Frantz Co., Inc., New York, describes the Frantz ferrofilter which magnetically removes ferrous particles from suspension in liquids. It is used successfully in the food industries to eliminate the possibility of pipe scale, abraded iron from broken machinery parts, can slivers, etc., from entering the finished product.

THE ECONOMY "BELTURN"



Greater Belt Speed and Increased Production in Limited Space . . .

The Economy "BELTURN" Conveyor makes it possible to extend your cooling conveyor and packing tables in a limited space with no additional outlay for equipment. It turns corners easily and continuously. It protects your product in transit—no "bunching" or "crowding".

Economy Conveyors can be built in any width or length desired with belt of canvas, rubber, or woven wire to suit your particular need. They have helped many of the leading food plants to reduce expense and improve their product.

Let our engineers know your problem. They will work out a satisfactory solution and you'll find them helpful and versatile. Send for our descriptive literature.

Economy Equipment Co., Inc.

223 N. Wolcott Ave.

CHICAGO, ILL.

PERFORMANCE!

In Belting, it's performance that counts. BURRELL builds PERFORMANCE into its

9 BURRELL Stars:

- ★ CRACK-LESS Glazed Enrober Belting
- ★ THIN-TEX CRACK-LESS Belting
- ★ White Glazed Enrober Belting
(Double texture; Single-texture; No. 300)
- ★ Feed Table Belts (Endless)
- ★ Cold Table Belts (Endless)
- ★ Caramel Cutter Belts
- ★ Caramel Cutter Boards
- ★ Batch Roller Belts (Patented)
- ★ Innerwoven Conveyor Belting

Proven ability to "take it" has placed BURRELL Belting in practically all Confectionery Plants. Why not yours?

"BUY PERFORMANCE"



413 S. Hermitage Ave., Chicago, Ill.

55 West 42nd St., New York, N. Y.

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QUALITY...

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CONFECTIONERS' BRIEFS

Olin M. Jacobs, former managing director of the Industrial Recovery Division of the N.C.A. and later secretary of the Association, has opened his own insurance brokerage firm in Olean, N. Y. Mr. Jacobs resigned from his N.C.A. position in 1934 after serving several years. Prior to that he had been for eight years secretary of the New England Manufacturing Confectioners Association. His most recent activity has been as secretary of the Illinois Warehousemen's Association in Chicago.

William J. Park, Jr., announced recently that he had sold the Savannah Benne Candy Co., Savannah, Ga., to Harry Litman of the Dixie Peanut Co., who will operate it in connection with his present business.

A.R.C. Convention Meets in Chicago

The Associated Retail Confectioners Association of the U.S. will hold its 1940 Convention in Chicago instead of in Cincinnati, as previously reported. Wm. D. Blatner, secretary of the A.R.C., announced the change

STATEMENT OF OWNERSHIP, MANAGEMENT CIRCULATION, ETC.

Required by the Act of Congress of March 3, 1933, of The Manufacturing Confectioner, published monthly at Chicago, Illinois, for October 1, 1940.

State of Illinois, County of Cook, ss.

Before me, a notary public in and for the State and County aforesaid, personally appeared Mrs. Earl R. Allured, who, having been duly sworn according to law, deposes and says that she is the Publisher of the Manufacturing Confectioner, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date show in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
 Publisher—Mrs. Earl R. Allured, 400 W. Madison St., Chicago, Illinois.

Editor—Mrs. Earl R. Allured.
 Managing Editor—O. F. List, 400 W. Madison St., Chicago, Illinois.
 Business Manager—Mrs. Earl R. Allured, 400 W. Madison St., Chicago, Illinois.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) The Manufacturing Confectioner Publ. Co., Mrs. Earl R. Allured, 400 W. Madison St., Chicago, and A. Goelitz, Deerfield, Illinois.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other persons, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

PRUDENCE W. ALLURED, Publisher

Sworn to and subscribed before me this 6th day of October, 1940.
 (Seal) EDWARD T. NORDHOLM, Notary Public.

(My commission expires Feb. 8, 1941)

THE MANUFACTURING CONFECTIONER

was made to permit association members to take in the N.C.A. Convention, which is being held in Chicago. The A.R.C. meeting will be held June 1 to 4.

W. F. DeMaris, formerly with New England Confectionery Co., Boston, has been appointed sales manager of Carservice, Inc., New York, an automobile maintenance organization.

Chicago Candy Club Meeting

The Chicago Candy Club acted as hosts to about 60 leading candy jobbers in the Chicago area, at their monthly meeting at the Hotel Sherman, Oct. 18. All but one of the club's 49 members turned out for the event. A special feature following the dinner, was the showing of an F.B.I. movie depicting the work of tracking down counterfeit money.

Credit executives of the confectionery manufacturing industry have selected the following committee who will have charge of the Industry meeting and program in conjunction with the Annual Credit Congress of the National Association of Credit Men at New Orleans in May, 1941: Miss Irene Austin, Thinshell Products, Chicago, chairman; E.T.C. Burke, Geo. Weston, Ltd., Toronto, Canada; and A. H. Mader, American Chicle Co., Long Island City, N.Y., vice chairmen; Miss Frances E. Sauer, Peerless Confection Co., Chicago; Miss Idelle McDaniel, American Chicle Co., San Francisco, Cal.; and L.S. Day, W. F. Schrafft & Sons, Corp., Boston.

Invitations are extended for suggestions of topics to be discussed at the coming Credit Congress, of particular value to confectionery manufacturers.

Forest Murphy, formerly merchandise department manager for Butler Brothers in St. Louis, Mo., has become president and general manager of Herz Candy Co., succeeding George Frederick, former general manager, who has been appointed general manager of Steven Candy Kitchens, Inc., Chicago.

August '40 Sales Up 8% Over '39

Sales of competitive chocolate and confectionery were 8% greater in August, 1940, than in the same month of last year, according to figures issued by William L. Austin, director of the Business Census. For the first 8 months of this year, sales were 8.4% ahead of the same period of 1939. The usual seasonal gain in sales between July and August was reported as 22.3% this year.

National Peanut Week, an event estimated to move 50,000 tons of peanuts into consumer channels, will begin Jan. 23, according to W.B. Jester, executive secretary-treasurer of the National Peanut Council, national association of the peanut industry. An outstanding feature of the 1941 event will be a national window contest, with \$1000 in prizes to be awarded for the 10 best windows in the nation, dressed with peanuts and peanut products.

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**READY
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CANDY IS DELICIOUS FOOD
ENJOY SOME EVERY DAY!

SENSATIONAL! ENDLESS WOVEN NO-SEAM NO-LAP FEED AND BOTTOMER BELTS

Here are some of the testimonials received from satisfied users of these belts:

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"The long service and complete satisfaction they are rendering is astounding. Has cut in half cost of operating our enrobers."

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Long Life, Easy to Clean, Highly Resistant to Checking and Cracking, Odorless

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for Confectionery Manufacturers

1. Do Frequent Shut-downs Cost YOU Money?
2. Are YOU Up Against Varying Product Quality?
3. Do Workers "Beef" About The Heat?

If any of these conditions are plaguing YOU . . . check up now on the "indoor weather" in your plant. For an over-dry, over-humid, or over-warm plant can cause you plenty of trouble.

Frequent shut-downs on account of sticking machinery. High losses from spoilage of candy in storage. Wide variations in product quality. Workers who complain about hot, stuffy rooms. These are some of the troubles you can avoid by installing Sturtevant Air Conditioning . . . to assure permanent "Fair Weather" in your plant.

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CANDY PACKAGING

DEVOTED TO BETTER PACKAGING AND MERCHANDISING METHODS

PUBLISHED BY

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

400 West Madison Street, Chicago, Ill.

71 West 23rd St., New York City

PACKAGING FOR GIFT SALES

By **SEHRWIN MURPHY**

Manager, Packaging Department,
J. W. Allen & Co., Chicago

INSTEAD of discussing the mechanics of package design, the pros and cons of eye appeal or other technical angles, let's just take a very personal and human look at the packaging problem—from the customer's side of the candy counter.

Imagine, for instance, that we are on our way to spent Christmas, or New Year's, or some other holiday at a friend's or relative's home—perhaps a week end—maybe a week day dinner. But, like the majority of guests, we don't want to go empty-handed. The question then is, what shall we take—a greater problem for men, apparently, than for women.

Flowers? Books? A new novelty from the gift shop? One by one we eliminate these self-suggestions as the thought persists that we want something which has a wider appeal to the more or less unknown tastes of our host's family. Candy? Why didn't we think of that before? This is the answer to our problem! We know that it will have a more general appeal.

With this idea in mind we pause at the nearest retailer's or wait till we pass the candy and news stand at the station. Then, as the saying is, we are "wide open" to suggestion. Hopefully we look for a package that has some originality . . . one that pleases our fancy . . . a gift that will bring compliments on our thoughtfulness and, possibly have practical utility when the candy is long a happy memory.

In this imaginary incident, in which the resemblance to living persons is anything but purely coincidental, we find the key to the motives which inspire gift purchases. Gifts are selected for anyone of a thousand reasons but, whatever the immediate purpose may be, the purchaser, first, wants to create a favorable impression and, at the same time, make a showing for the money spent. That's a rather blunt way to put it, but, after all, we're dealing with human nature.

Select Gifts on Price Class Basis

More or less unconsciously, the average gift buyer makes a selection on a price class basis. It's usually not so much a matter of counting pennies but, rather, in fitting the expenditure to the importance of the occasion. When approaching a purchase in his spirit, the average buyer thinks in round terms of so many

dollars and not in the sense of shopping for bargains. Whether the amount to be spent is two dollars, three dollars, five dollars or more, the main objective is to obtain merchandise that will be favorably received and which, at the same time, will make a satisfactory showing.

Amounts spent annually by the public for gift purchases are impressive. The manufacturing confectioner can hardly afford to ignore the possibilities of this market. Candy is a real "natural" when it comes to satisfying the requirements of those who buy gifts on a holiday or special occasion basis . . . or even on impulse. It seems to have wider appeal to most people and, consequently, is more likely to please. Confectionery products are readily merchandised to fit the more popular gift price ranges.

In approaching the many problems of promoting candy for gift sales, the matter of an appropriate package can be readily considered from one of these three angles:

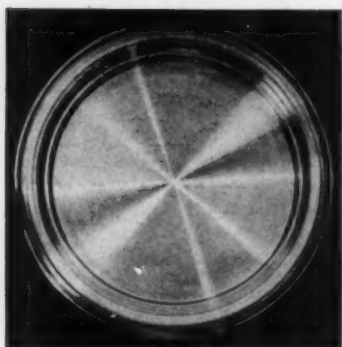
First, there is the moderate-sized package, usually plain (for the lesser occasions and more informal purchases). Candies that have name value and are of accepted high quality, regardless of price, are popular for these events. Much of this class of goods is the product of local manufacturing retailers. A carefully selected assortment, or a choice of assortments, and exquisitely packed boxes are outstanding essentials for pleasing gift buyers who buy the plainer and less expensive packages.

Real thought should be given to accessories which complete even the plainest container. The added cost is nominal but it's these details which give a "gift package" a definite character. If nothing more is added, a colorful wrapper and a novelty ribbon, or cord, convert an ordinary box into a package that by its very appearance reflects a festive spirit.

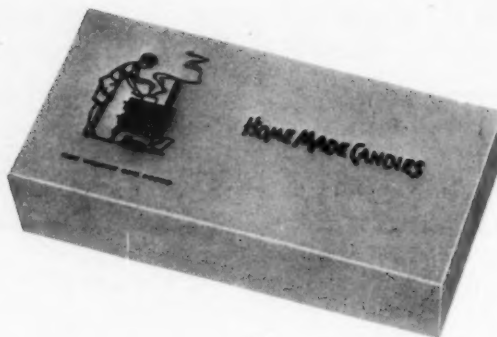
Larger, More Colorful Boxes Appeal to All Candy Types

In the second group of candy gift packages are the larger and more colorful boxes which are more elaborately dressed with fancy seasonable wrappers and unusual tying materials. Here the emphasis is placed on outward appearance and flash which extends to a colorful assortment of candies and to the design of the layers. Such containers must have the utmost in eye appeal to be standouts in retail displays. Quality of contents, though subordinated, should live up to the promise of taste satisfaction that is implied in a handsome package.

Retailers and manufacturing confectioners, alike, compete on equal terms in the sale of such containers. The market abounds in desirable stock design "fancies" in paper, fabric, metal and other materials are ideal for the retailer who, by purchasing limited quantities of many



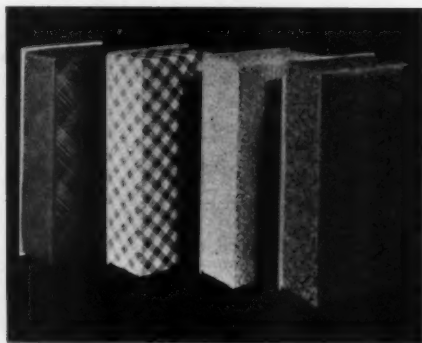
A



B



C



D

"A"—Aluminum tray is typical of merchandise which can be adapted as "re-use container". Through decorative skill the candy retailer can easily convert such items into appealing packages of gift character.

"B"—When the contents are of high, recognized quality, plain, inexpensive boxes such as this, are salable in the gift field. However, appropriate wrapping and tying materials are essential to "dress up" this package.

"C"—Fancy paper boxes are popular for "gift packages". Such designs are desirable for retailers, though readily adaptable by larger manufacturing confectioners.

"D"—Assorted fancy papers give variety in low-cost packaging. Priced low enough for everyday use, they can be wrapped attractively for those gift buyers who place emphasis on the candy itself rather than on the container.

Illustrations used on this page were furnished by West Bend Aluminum Co.; J. W. Allen Co.; Ira L. Henry Co.; Congress Paper Box Co., and Revere Copper and Brass, Inc.



Bowls and other novelty items, which have practical utility when they have ceased to serve as confectionery containers, are good sellers for gift units of higher value. Novelty, originality and utility have definite sales appeal.

designs, is able to offer almost unlimited variety. The new transparent cellulose, acetate and latex materials, now popular for box making, are a valuable addition to the second group of candy gift packages.

The manufacturing confectioner who sells through many outlets (not his own) must, on the contrary, place emphasis on a striking exclusives design which appeals to the greatest number of potential buyers. I emphasize the *greatest number* when speaking of possible gift buyers, because candy packages sold through diversified stores and candy counters are strictly "on their own." To use that trite phrase of high-pressure selling, they must "sell on sight" or that particular sale is lost forever.

When candy is purchased in the store of a retail manufacturer, it matters little which fancy box is selected . . . the confectioner sells *his* candy along with the container. But, when the product of one manufacturer is offered on the same counter with the output of a half dozen other candy plants, it is very essential that the package have attractive individuality to catch the buyer's eye and influence selection. Obviously, design, flash and attention to detail cannot be over-emphasized.

The Place of Re-Use Containers in Candy Sales

Candy gift packages in what I call group three are essentially re-use containers. These have more or less practical utility for other purposes after they have ceased to serve as confectionery containers. In this classification are copper, glass and aluminum bowls; trays and casseroles, novelty baskets, transparent and moulded plastic boxes; cedar, mirror and fancy chests; and a wide variety of other articles which can be adapted to packaging candies.

Such packages are necessarily more expensive, and, when added to the selling price of the candy, bring the total to a figure substantially higher than for a plain container. However, their intrinsic value and long-lived utility qualify them most appropriately for gift purposes. Combination gifts of this type have great attraction to buyers who want something showy, useful or different and lend themselves aggressively to aggressive merchandising.

Unless candies sell at a dollar a pound or more (and few do), the largest ordinary unit, five pounds, falls automatically in the lower price brackets, as gifts go. The addition of a fancy utility or "re-use" container to otherwise fine candies enables the confectioner to build up gift units at prices of three dollars and up in which range sales are surprisingly large.

Even those candy makers who start out to make the finest candies, and sell only candies, invariably find a demand for the fancier containers—particularly for sale in connection with the major holidays. Competition for the sales dollar is keen and candy makers soon learn that, when they go after gift business, they are competing with florists, gift shops and other merchants as much as with other confectioners.

In consequence, it is important that they consider every detail of their packages, when sold for gift use. It's not hard to get this business, if the retailer is prepared to, and does offer, packages which suggest the gift character . . . either through the type of container, its design or, in the case of plain boxes, by appropriate wrapping and tying.

New Officers for Packaging Institute

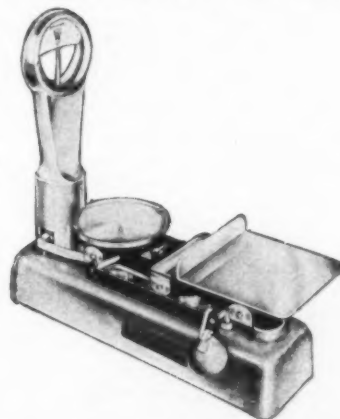
At the annual meeting of the Packaging Institute, Inc., in October, the following officers were elected for the coming term: Carl H. Lambelet, New Jersey Machine Corp., Hoboken, president; George R. Webber, Package Development Bureau, Standard Brands, Inc., Hoboken, and A. Vernon Shannon, sales manager, Westfield River Paper Co., Russell, Mass., vice presidents. Chairmen of the various divisions of the Institute are the following: William M. Bristol, Jr., Bristol-Myers Co., Hillside, N. Y., production; Charles L. Barr, F. B. Redington Co., Chicago, Ill., machinery; and P. M. Gilfillan, Shellmar Products Co., Mt. Vernon, O., supplies.

Rotary Table for Displaying Candy

Window display experts are unanimous in their opinion that movement in store window displays attracts more attention from the passing customer than lifeless and silent displays. A new low-cost turntable for window display purposes is now available to confectionery manufacturers and is said to be superior to models heretofore offered to the trade. It will carry total weight up to and exceeding that possible in the more expensive imported models and costs but a fraction of the amount asked for the previous types. The turntable, called Roto-Sho, is electrically-driven, easy to install, economical to operate, and offers interesting possibilities for wholesale confectionery manufacturers in the form of deals for their retail outlets. The machine is made in the U.S.

Production Line Speed Scale

An aluminum super-speed scale has been developed which is built on the over and under principle and it is designed to speed up the weighing process without sacrificing any accuracy. An extreme short lever fall and a



new flex movement not only makes it a fast action piece of equipment but greatly reduces the wear on bearings and pivots, giving longer life to the scale. The end position for the tower makes the scale compact and easier to use on a production line. Various scoops or commodity plates as required by a particular application can be supplied to accommodate for the wide range of weighing, packing and checking where speed and accuracy are important. The manufacturer offers to send a scale for free trial on request.



THE CANDY PACKAGING CLINIC .

CONDUCTED BY CANDY PACKAGING BOARD OF THE MANUFACTURING CONFECTIONER

Clinic Meetings of the Packaging Board are held Quarterly at M. C. Chicago Offices on 15th of the following months: January, April, July, October

Selected Milk Chocolates

2 lb.—89c-\$1.00

CODE 11140 — Description: Coated cellophane Christmas wrap over cellophane-wrapped extension edge stock box. The Christmas wrap is coated in dull silver, printed in green, red and white. The stock box top is white, printed in gold-brown and black. The extra wrapper is secured by embossed seals and moisture sealed.

Design: The Christmas wrapper includes as its dominant illustration a Santa Claus figure with his sack, and sprigs of evergreen. Name of the assortment is at upper left in white-edged red lettering. The two side panels carry out the same illustration theme. It was the general opinion of the Clinic that the execution of the wrapper could have been improved, namely, more distinct features on the Santa Claus, more readable lettering, and introduction of red berries or red candles to break up and give better character to the sprigs of evergreen. The dull silver background kills the life of the package. The design of the box top itself was regarded as good, with the exception that a more golden ink be used in place of the present gold-brown.

Appearance on Opening: Two layers of chocolates, all milk coated. Three foil pieces in top layer break up monotony of color. A rich-looking package

with piece-sizes in keeping with better class of chocolates.

Box Findings: Gold foil on two pieces, purple foil on a third. Brown glassine cups, tissue paper padding glassine protector sheet in spider-web design. Two layers separated by white layerboard. The bottom layer is divided into seven compartments by a rough-cut divider, criss-crossed.

Sales Appeal: This package is sold in Department, Drug and Grocery stores. While it is not unusual, even with the Christmas wrap, the Clinic feels it would have good sales appeal, with or without the extra wrap. The appearance of the chocolates is good enough to permit displaying of the open box, at no loss in customer appeal.

Display Value: Good, with the exceptions noted above under "design." The figure of the Santa Claus is not particularly well done, but the Clinic feels that the entire wrap would convey the holiday idea adequately. Displayed without the extra wrap, the good taste of the box top design treatment would rate it well alongside of higher priced candy.

Remarks: Suggest a redesign of the Santa Claus figure as well as other features of the Christmas wrap illustration. The present figure has a decided oriental facial cast and in general, the face is indistinct because of the use of silver to outline illustrative highlights. The regular box design is in excellent taste, but could be improved by use of a better gold color, perhaps a metallic ink.

Milk Chocolate Miniatures

5 lb.—\$1.39

CODE 11240 — Description: Cellophane-wrapped telescope box. White litho paper for box top cover. Colors are white, pink, gold and brown. Part of the lettering and the illustrations of the pieces are embossed, as are the figures running around the side walls of the box top.

Design: The box is divided about half and half in pink and white. At the upper left has been lithographed an imitation ribbon. Name of the assortment and cuts of the pieces are in gold and brown, embossed, in the upper white portion. All lettering, some printed and some embossed, on the lower pink half is in reverse white. The Clinic approves the moderate, yet very modern treatment of the design elements on this box.

Appearance on Opening: Top layer has 14 tiers of milk chocolates held in place by saw-tooth edged dividers in dark brown. The two center tiers of pieces are all gold foiled. The entire top layer (there are three layers) is in a brown-edged tray. Second and third layers are criss-cross divided into seven compartments. Candy in top layer is brushed.

Box Findings: Tissue paper padding and glassine or wax paper liners above each layer. Gold foil for two tiers of

THE CANDY PACKAGING CLINIC



H. CARLISLE THOMAS



MRS. E. R. ALLURED

CLINIC PERSONNEL

MRS. E. R. ALLURED

Publisher, THE MANUFACTURING CONFECTIONER. Director and Coordinator of the Clinic.

WILLIAM M. BELL

Manager, Confection Division, Kraft Cheese Co., Chicago. Represents Candy Production.

F. W. BRINKMAN

Sales-Service Division, Independent Grocers' Alliance Distributing Co., Chicago. Represents Commercial Candy Buying and Merchandising.

GEORGE A. EDDINGTON

Candy Production Manager, Heinenmann's Bakeries, Chicago. Represents Manufacturer-Retailer Production and Merchandising.

E. M. JOHNSON

Candy Consultant, Chicago. Represents Candy Production and Technical Aspects of Production and Packaging. (No photo)

THEODORE LAX

Western Manager, Ben Mont Papers, Inc., Bennington, Vt. and Chicago. Represents Wraps, Papers, Printing and Lithography.

O. F. LIST

Editorial Staff, THE MANUFACTURING CONFECTIONER. Clinic Conductor and Discussion Leader. (No photo)

H. CARLISLE THOMAS

Advertising Artist and Designer, Chicago. Represents Illustrative and Design Features of Packages.

MISS HELEN VANCE

Merchandising and Advertising Counsel, Chicago. Represents the Consumer Viewpoint of Packaging.

See page 49, for further details.



TED LAX



GEORGE A. EDDINGTON



F. W. BRINKMAN



MISS HELEN VANCE



WILLIAM M. BELL



Large Boxes of Low-Price Candies Examined by The Clinic This Month. These Were Considered Outstanding Packages for Candies in This Price Class.

pieces in upper layer. Saw tooth tier dividers. Upper layer in tray. Second and third layers separated by white layer board. White rough-cut dividers in second and third layers. Glassine liner above top layer is in spider-web design, embossed.

Sales Appeal: The appearance of the goods on opening is no letdown for the customer who sees the excellent box top design. Naturally, at \$1.39 for 5 lb., the customer does not expect the impossible, but the Clinic feels this box is an excellent value for the money.

Display Value: Very good. The colors are good, the treatment of the box top design is very conservative, yet modern, and the box can be displayed to advantage, both closed or open.

Remarks: The Clinic feels there is no special objective, either in general appearance or in display value, for embossing the illustrations of the candies. Instead, it is suggested that the candy cuts be made slightly larger to more nearly approximate the actual size of these miniature pieces. The design was created by DeForest Sackett, and he has succeeded in designing a good, rich box.

Christmas Chocolates

5 lb.—\$1.00-\$1.19

CODE 11340 — Description: Cellophane wrapped telescope box of the "foldomatic" type. Decorated in stock Christmas design in red, green, gold, black and white.

Design: Stock Christmas design incorporating a dominant illustration of poinsettias in red, with green leaves. Under this is a black band running across the box in which the words "Season's Greetings" are lettered in green script. The underside of the black band is edged in red. The name of the assortment is underneath this in reverse white block letters.

Appearance on Opening: Rather

large-size milk chocolates in two upper-layer trays. The under layer is divided by a rough cut criss-cross divider. To break up the monotony of colors in the upper trays, there are several foiled pieces and several jelly pieces.

Box Findings: Tissue paper padding, glassine liner in spider web pattern. Purple foil on one piece and silver and red foil on large center piece in one tray. The trays have rough-cut edges, white sides and brown bottoms. Brown glassine cups for chocolates, and yellow cups for jellies. Tissue paper padding and wax liner between layers. No cups or jelly pieces in bottom layer.

Sales Appeal: This box is apparently prepared for a definite class of trade looking for a lot for little money. The box top design and coloring would perhaps scare off the middle or higher class of trade, but is all right for the market for which it was created, in the opinion of the Clinic.

Display Value: There is nothing about this box which gives it special display value. It might be used for almost any kind of dry goods or other merchandise for which a low cost holiday box was sought.



Remarks: For a definite class of trade, this assortment and its package are adequate, but it obviously one of this manufacturer's poorer packages.

Selected Chocolates

1 lb.—25c

CODE 11440 — Description: Cellophane-wrapped extension-edge telescope box covered with litho paper over-all, and decorated in reddish-rust and gold on white background.

Design: About two thirds of the box top, from left to right, is covered with a solid red background, criss-crossed with gold and white thin lines. Name of the assortment is on this background in reverse white, with gold decoration, in modernistic lettering. At the top, right, half in red and half in white, is a coat-of-arms design. Underneath this, entirely in the white portion, is the listing of ingredients, in gold type. The upper and lower edges of the box are gold with red curved line design running through it, and this gold edge is carried off onto the sides and ends of the box.

Appearance on Opening: Assorted light and dark chocolates, with two foiled pieces "spotted" at right and left for variety. Assortment contains coated caramels, creams, butterscotch, and nougats. Appearance is good and pieces are well-sized, giving the impression of higher-priced goods.

Box Findings: Tissue paper padding, glassine liner with spider web design, brown glassine cups, white layerboard, rough cut divider (criss cross) in bottom layer.

Sales Appeal: The box and appearance of the candy would make this a very appealing number, even though the price of 25c per pound would place this assortment very clearly into the class of low-price goods.

Display Value: Excellent. V/e suspect that the name was chosen for this assortment to cash in on the popularity of the President, or at least his home estate. Nevertheless, Mr. Sackett, the designer, has again achieved a

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WHAT'S BEHIND THE NAME *Riegel*

Our trade name is more than just a mark of identification upon the papers we make. Behind it lie many things that time and space prevent most people from seeing personally. Behind it is a 78 year history that runs parallel with the growth of America as a great industrial power — a record of constant technological improvement — a business built upon the principle that there is no substitute for work, skill and integrity. Behind it lie modern mills, ample resources, able management and loyal employees. All these things are translated into one visible outward symbol — our trade-mark — which now appears on over 230 different packaging, printing and industrial papers. Among them are items for the farmer, the consumer and the one-man business, as well as for the industrial giants of our nation. Among them you, too, can undoubtedly find the right paper to serve your purpose from a combined standpoint of quality, economy and production efficiency.



RIEDEL PAPER CORPORATION

342 MADISON AVENUE

NEW YORK, N. Y.



Novelty Box of Chocolates Submitted to Clinic For Analysis. The Discussion of This Merchandising is Found a Few Pages Farther On.

very pleasing package appearance which would give this low-price assortment place right alongside of candy selling at much higher prices.

Remarks: It was the consensus of the Clinic that this is an outstanding package and represents an excellent value.

Thin Mints

1 lb.—25c-29c

CODE 11540 — Description: Cellophane-wrapped full telescope box entirely covered with litho paper. Cellophane secured with gold seals and moisture sealed. Printed in gold and black.

Design: At the left, a silhouette cameo-type illustration in the old-fashioned manner. Name of the assortment and other copy is at the right of this in black script and type, with two lines in gold. About three-fourths inch from the right edge, there is a gold band running completely around the box top and sides, and in this gold band are thin black lines. The illustration and name of assortment are carried out on the bottom side wall. Name of manufacturer on one end wall in gold. There is nothing unusual or startling about this design. The band of gold and black gives the right accent to finish the box off.

Appearance on Opening: Large mint patties coated with dark chocolate. The box is divided into 10 compartments by means of a cross divider and each compartment contains four patties which are generously coated and good eating.

Box Findings: Tissue paper padding, glassine liner, brown edged divider,

square pieces of wax paper between the mints in each compartment.

Sales Appeal: A good buy for the money, but there is nothing about the box or the design to give this candy the "push" it deserves.

Display Value: Fair. This is a box designed to give the appearance of a "retail" package. That aim is achieved, but the Clinic feels something more could be done to give this assortment a much greater "punch" when displayed alongside of other candies on the counters of variety stores, department stores or chain drug stores.

Remarks: A good buy for the money and an adequate, but not outstanding package.

Miniature Chocolates

1 lb.—25c-29c

CODE 11640 — Description: Cellophane-wrapped full telescope box of low cost board, covered with white litho paper. Lithographed in blue and brown.

Design: The right portion of the box is lithographed in a blue cloth design, with old-fashioned figure illustration and lettering (name of assortment, etc.) in reverse white. At the left of this, against the white portion, are cuts showing the types of candy pieces in the assortment in brown, and list of ingredients and other information in blue type. The lower side wall repeats the name of the assortment, and the blue cloth-design band is carried around to the side walls.

Appearance on Opening: Miniature milk-coated chocolates, in two layers, divided by brown dividers into tiers.

Box Findings: Tissue padding and

glassine liner. Saw-tooth edge brown dividers, padding and wax liner above lower layer.

Sales Appeal: This is a very good value for the money. Designation of the kinds of candy in the box, through use of illustrations of pieces on outside, is a big help to the customer.

Display Value: Very good. The screen effect which forms the main panel of the box top design gives a good modern touch and the lettering carries this out. Should look well alongside of much higher priced candy.

Remarks: The Clinic is agreed that Mr. Sackett has again succeeded in creating a very appealing package in this design. The fact that it has been applied to a box made of very low cost materials does not in any way detract from the final effect.

Assorted Chocolates

1 lb. 25c

CODE 11740 — Description: Cellophane-wrapped, full telescope box covered with white litho paper and decorated in black and gold. Cellophane moisture sealed and secured with gold embossed seals.

Design: Photograph illustration at center. Above this in gold, black-edged script lettering the name of the assortment. A gold outline drawing of a floral design off-sets the illustration at its lower side. In the lower right corner of the box, the words "Assorted Chocolates" in gold and black. This is the original layout. Since the advent of the New Food-Drug Act, the listing of ingredients has been added in a block of type at the right of the photo. The long side walls have a repetition of all the box top features except the photo and the list of ingredients.

Appearance on Opening: Assorted light and dark chocolates, offset by two foiled pieces, one gold and one purple. Candies were in good shape, well arranged and of good appearance.

Box Findings: Tissue padding, glassine liner in spider web design, brown glassine cups, white layerboard and wax liner above lower layer. Criss-cross rough cut dividers in lower layer. **Suggestion:** Use a different color cup for the foiled pieces; or, use a more striking color for the foil.

Sales Appeal: The design of this box top is such as to appeal to the buyer who usually looks for the so-called "home made" types of candy. This design is definitely slanted at this class of trade and as such, it achieves the effect of being a "retail" package.

Display Value: There is nothing unusual about this design to give it special display value; except perhaps, again, that it is a "wholesale" package which has been made to look like a "retail package" and thus, in a general display of wholesale candies, it might stand out to unusually good advantage.

Remarks: The placement of the block of type containing the ingredients takes away from a design which is good in

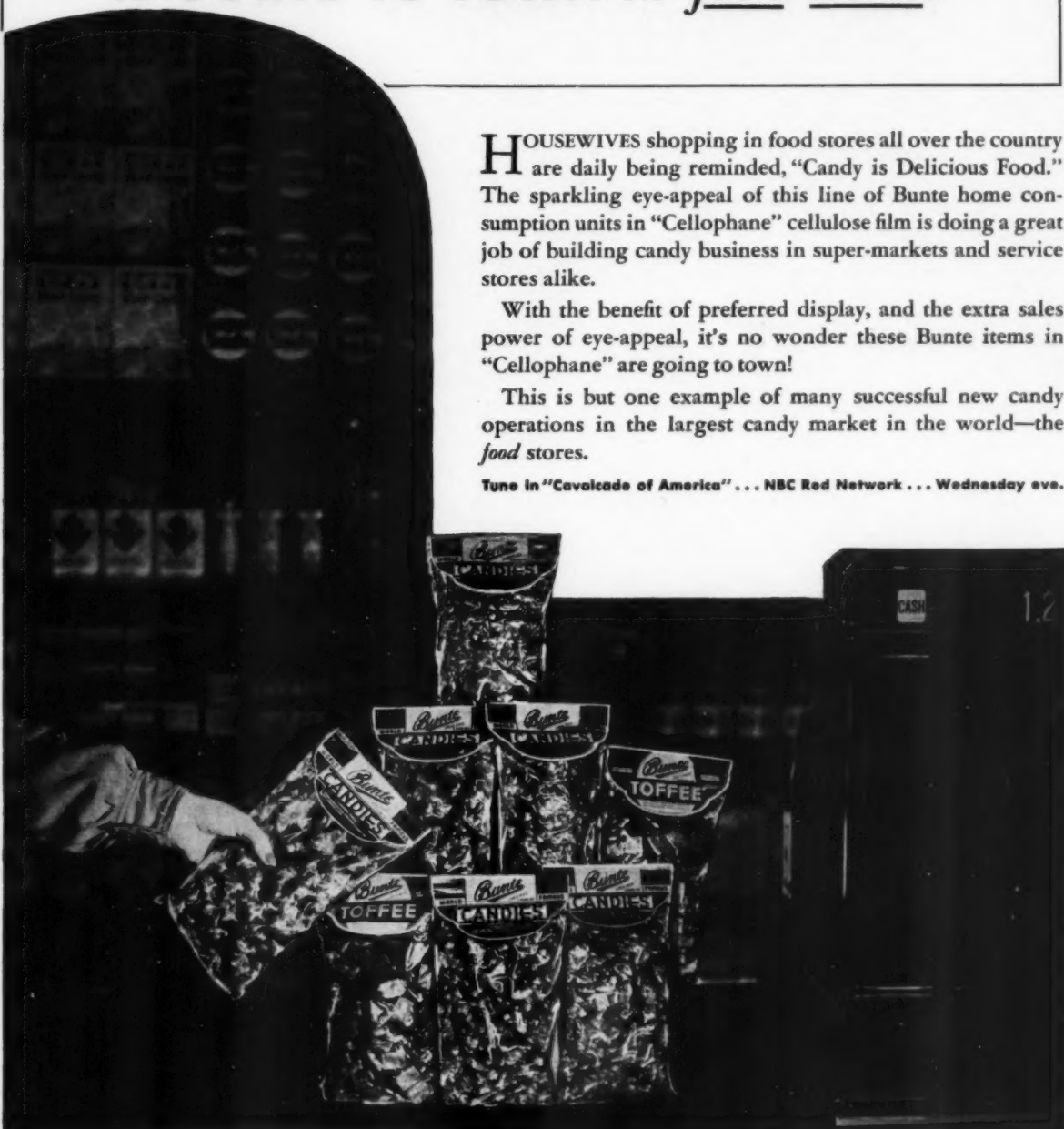
Bunte's NEW FAMILY PACKAGE LINE is GOING TO TOWN *in food stores!*

HOUSEWIVES shopping in food stores all over the country are daily being reminded, "Candy is Delicious Food." The sparkling eye-appeal of this line of Bunte home consumption units in "Cellophane" cellulose film is doing a great job of building candy business in super-markets and service stores alike.

With the benefit of preferred display, and the extra sales power of eye-appeal, it's no wonder these Bunte items in "Cellophane" are going to town!

This is but one example of many successful new candy operations in the largest candy market in the world—the *food stores*.

Tune in "Cavalcade of America" . . . NBC Red Network . . . Wednesday eve.



Cellophane

TRADE MARK

DU PONT

"Cellophane" is a trade-mark of
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► We will gladly help you work out new packaging ideas for your line. No obligation. Just write to: "Cellophane" Division, E. I. du Pont de Nemours & Co. Inc., Wilmington, Delaware.

itself. The Clinic suggest that the manufacturer experiment a little with the ingredients listings and try to find some other way of incorporating them so that most of the information appears on one of the side panels.

Home-Style Chocolates

5 lb.—\$1.19-\$1.29

CODE 11840 — Description: Cellophane-wrapped full telescope box. Cellophane wrapper is moisture sealed and secured with gold embossed seals. The large box is covered with white litho paper decorated in red, gold, black and green.

Design: Combination Christmas and "home" design, incorporating the following features: Red edge at left finished off in wave effect with red and green stars. The next is the main panel covering about two-thirds of the box top. It has the name of the assortment at top in black, well-executed script lettering. Below this is a black and white cameo-type silhouette in a gold frame. To the left and right of this are white, gold-edged candles whose glow is indicated by a gold circle in which are red and green circles. This whole illustration is tied together with a pine bough and ribbon design. Underneath this illustration is the descriptive name of the contents in old-fashioned stencil lettering, in gold. Other information is underneath this in black script and block lettering. The right side of the box has the same red edge as the left, but an additional Christmas design on a red band has been added here. It incorporates pine boughs, candles, a Santa Claus figure and stars. The long side walls carry out this band as well as a reproduction of the cameo-in-frame and pine boughs illustration.

Appearance on Opening: This is a two-layer box. The upper layer is divided into two halves by use of trays. Each tray has two foiled pieces. Again, there is evidence of good packing and handling of the pieces. The bottom layer is divided by a double criss-cross divider, into seven compartments.

Box Findings: Tissue padding, glassine liner in web design, two white-edged trays, brown cups throughout, gold and purple foil, wax paper liner above lower layer, rough-cut white divider.

Sales Appeal: This is an appealing box, and the good use of colors and illustration should make it an excellent Christmas number.

Display Value: Very good. While its size may make it appear to be a box of shirts or grandpappy's red flannels, there is nevertheless a brightness in the illustrative execution which gives it plenty of "punch" among the thousands of other bright packages with which it must compete in the Christmas market.

Remarks: While the manufacturer's experience with this size box may be satisfactory, the Clinic feels there is something gross about a box of candy that looks big as a barn, something

which detracts from the daintiness and appetizing appeal we like to associate with confectionery. If candy must be sold in 5 lb. boxes, it should be possible to work up a box which retains, at least, an area range somewhat short of that used in the packaging of large articles of clothing, etc.

Christmas Variety Package

Extra Wrap Only

1 lb.—\$1.50

CODE 11940 — Description: Stock assortment of dollar and a half chocolates in its regular all-year box, overwrapped



with an embossed gold-coated Christmas wrap, decorated in red, white, and green.

Design: The principal design feature is the broad red band running down through the center of the wrap. On the top side of the box, this red band carries a well-executed illustration of two candles in white, with white brush work and gold circles indicating the area of light glow. Underneath these candles are evergreen sprigs. Christmas Greetings and the manufacturer's name are embossed in red to left and right of the center red band. Below the illustration in green and white is the name of the assortment. The ingredients listing is at the bottom, left, in green block type. Running across lower portion of the box and broken by the red center band is a narrow band of thin white parallel lines, which are carried off to the sides.

General Remarks: This assortment in its all-year box has been discussed previously by the Packaging Clinic. It contains a high-grade assortment of chocolates and several panned almonds to lend variety to the upper layer. The Clinic considers this holiday wrap in excellent taste and quite in keeping with the quality of candy produced by this manufacturer. A feature not mentioned above is the listing of candies to be found in the assortment, on the underside of the holiday wrapper. From the consumer's standpoint, says the Consumer member of the Clinic, this is an excellent idea. The Public, says she, is more interested in the types of candy to be found in an assortment than in the various ingredients used to make the candies, the New Food and Drug Act notwithstanding.

Assorted Chocolates

1 lb.—\$1.00

CODE 111040 — Description: Cellophane-wrapped extension edge box. Box top is foil covered, lithographed in silver, red and black. Lower portion is litho paper, red on white.

Design: Name of the assortment is scattered across box top in the form of reverse silver letters against red circle backgrounds. Through the center runs a black band, top to bottom in which the name of the manufacturer appears in red, underlined with silver reverse lines. Across the bottom, in the silver portions

only, black lettering description of candies. The side walls of the box top are made up of alternate red and silver strips against which the name of the assortment is lettered in more conventional style on the long walls, and the name of the manufacturer in red slant lettering against a black circle background on the end walls. The box is given a Christmas slant by a holly and red silk ribbon boutonniere affixed to the outer cellophane wrap with scotch tape.

Appearance on Opening: Assorted chocolate covered nuts, crisp and chewy centers. Upper layer is in a tray and has several foiled pieces to decorate. Appearance of candy and arrangement are very good.

Box Findings: Brown glassine cups, Wax paper liner completely around white tray holding upper layer.

Sales Appeal: This appears to be a "party" box and the design was created to give a carnival effect. Certainly, the effect has been achieved through the helter-skelter manner in which the letters of the assortment name are placed on the main panel. The colors used help to enhance this effect. In a sense, too, they are in keeping with the holiday season, and for this reason, the Clinic feels that the attachment of the holly-and-ribbon boutonniere was an excellent idea. Sales appeal should be good.

Remarks: Handling of the name, the Clinic believes, could be improved without losing any of the carnival effect. In its present set-up, the customer would have difficulty identifying just exactly what the assortment is called, though the general effect of the design idea would probably be attractive. In

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NOVELTY TOYS

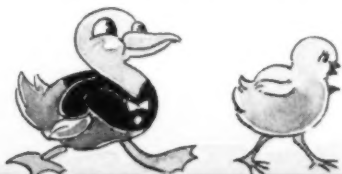


THIS year, Mary Waterman Phillips offers a most attractive new line of Eastern Novelties, unique in character and customer appeal. Each is individually designed and costumed in the most original fashion. There are rabbits in all sizes and color combinations, feathery chickens, downy ducks and dozens of other Easter Novelties to retail from 50c to \$5.00. Sales and profits on these items will be great this season. See and stock them now.

Sales Offices:

CHICAGO: 14-113 Mdse. Mart.

NEW YORK: 432 Fifth Ave. Bldg.



The **RUSHTON COMPANY**, Atlanta, Ga.

general the manufacturer has made a smart application of a stock assortment for special holiday purposes.

Vanity Gift Assortment

1 lb.—\$3.50

CODE 111140 — Description: In a mirror re-use gift box, a stock assortment of good-quality assorted chocolates. The gift container has been associated definitely with this manufacturers candy by use of a sticker placed conveniently, yet deftly to avoid detracting from the beauty of the mirror box itself. This sticker may be removed by the recipient of the box.

General Remarks: The Clinic believes that the manufacturer should adopt a new design for the assortment of fruits and nuts in this package. In keeping with modern realism in art, the pine-apples and nuts and other fruits shown on the box top ought to be re-done so that they appear more realistic. A better effect could be achieved without adding to the expense. At present, the design is idealistic and somewhat confusing.

Without question, candy in fancy re-use gift boxes makes an excellent Christmas item. Nevertheless, in this age of practical gifts, \$3.50 will buy an excellent pair of gloves for a lady or an excellent tie for a gentleman. In other words, candy is such a definite Christmas item by itself, that it will sell by itself without necessity of "dolling it up" in a re-use container, the combined cost of which will put it beyond the reach of many who want the candy for itself. On the otherhand, there are definitely uses for the extra box, and perhaps many a harrassed husband or sweetheart will find the mirror box so exactly "right" for the lady, that the candy thrown in for good measure will give such a gift that extra lift. The Clinic is divided about 50-50 over the adaptation of re-use boxes of this kind for holiday merchandising of candy. Our consumer member says definitely "No"!

Cook Book Chocolates

1 lb.—20c

CODE 111240 — Description: Cellophane wrapped full telescope box of low-cost material lithographed in brown and yellow.

Design: The entire box is made up to look like a book having a brown back and a yellow cover on which the title and author (the manufacturer) are printed in brown. The two end walls and one side wall have thin brown parallel lines running horizontally around three sides to resemble the leaves of the book.

Appearance on Opening: Large-size light and dark pieces and two panned jordan almonds. Chocolate looked dull and stringing was not well-defined.

Box Findings: Wax paper liner, brown glassine cups, brown layerboard. Box insert (four-page) front cover of

CANDY TIED WITH RIBBONS—More Sales

We have largest stock in the
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Satin—Messaline—Tinsel—
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Rosettes.

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quality—Low in price

R. C. TAFT CO.

429 W. RANDOLPH ST.

CHICAGO

which resembled a book and die-cut to carry out this idea further. This insert contains six candy recipes for home candy makers.

Sales Appeal: It is the opinion of the Clinic that the basic idea behind this package was excellent, but the execution of this idea has fallen below expectations. The box is apparently designed for grocery stores, chain stores, etc. It is being merchandised through well-conceived window and counter display signs.

Display Value: Very good.

Remarks: It is difficult to point out exactly wherein the Clinic was disappointed in this package. One of the first things mentioned was the fact that the box opened conventionally. There seemed to be an expectation that it ought to open like a book. Then, the "follow-through" of the basic idea left much to be desired. In the first place, the Clinic believes a false idea may be created in the minds of the customers that in the box they are going to receive something along the lines of the chocolate bits being merchandised by another manufacturer for so-called "toll house" cookies and that the recipes inside will tell how to use the contents in new and novel cakes, cookies, or hot dishes. Instead, the customer receives conventional candy recipes. There is nothing "novel" about the whole idea, in spite of the play on words which the counter card carries as its message.

Bits of Chocolate

7 oz.—No price given.

CODE 111340—Description: Folding box with window of transparent cellulose. Box opens at either end and is designed for sale through grocery stores, etc., and to be kept on the household pantry shelf along with other baking supplies.

Design: The main panel is white printed in red. The die-cut opening

where the window is used is also edged in red. The cellophane is printed in red white-edged letters and straight white lettering. Name of manufacturer and descriptive copy appears on the cellophane. On the reverse side of the box is a recipe for cookies in which the chocolate may be used.

Remarks: Candy buyer members of the Clinic feel that while this is a good display box, it is not what they would buy for general sale through their types of outlets. The chocolate, first, loses some of its brilliance when viewed through the window; then, in warm weather, the chocolate is apt to smear against the window creating an all-around messy effect. Buyers find that they do not have much success with window boxes, but prefer a set-up box.

Gum

Description: Die-cut set-up container for counter merchandising, containing approximately 100 individual pieces selling for 1c. The entire merchandising kit is based on a patriotic theme and incorporates membership in a club, certificate of membership, a badge, and illustrated cards showing various elements involved in our national defense. The patriotic wrapper contains one large stick of gum and one of these illustrated cards, and 24 cards are needed to fill out the set. There is no advertising on the counter merchandiser, the individual wraps or on the cards or other materials, and the name of the manufacturer appears only for purposes of identification and copyright notices.

Remarks: The Clinic believes this is an excellent merchandising idea which will find a ready response in boys (and girls) all over the country. There are a few suggestions which might be made in the way of carrying out the plan still further. There is no real inducement in the present plan to make a youngster want to collect the cards other than to fill his set. The Clinic believes that somewhere in the plan is a place where a further inducement might be incorporated to make the youngsters want to go on. Perhaps this lies in organization of a national corps to which the kids can belong and in which they can earn higher rank. Then, it might also be well to give the cards historical value. In the main, however, this is one of the finest ideas of this kind to come to the attention of the Clinic. We like particularly the fact that while the theme generally is war-like, it carefully avoids shocking the minds of youngsters by depicting the realism of war. We like, too, the fact that the manufacturer of the gum has not gone overboard on the advertising possibilities of this scheme; that would have ruined its effectiveness.

PATENTS AND TRADE MARKS

The following memorandum relating to Patents and trade marks is made available through an arrangement with James Atkins, registered patent attorney, Munsey Building, Washington, D. C. The trade-marks were recently published by the U. S. Patent Office and, if no opposition thereto is filed within 30 days after the publication date, the marks will be registered.

PATENTS

Transporting Goods From a Chocolate Coating or Like Machine
2,197,327

Allan Ashmead Tunley and William Edward Prescott, Peterborough, England, assignors to Baker Perkins Limited, Peterborough, England. Application August 17, 1938, Serial No. 225,476. In Great Britain August 19, 1937. 18 Claims. (Cl. 107-7)



1. A machine for conveying sweetmeats, biscuits or other good from an enrobing machine through a cooling stage, comprising a tray conveyor having a plurality of trays movable through a single circuitous track, including charging and discharging stations, plaques for receiving goods from the enrober, said plaques comprising flexible sheets conforming to the length of the trays, and means for detachably securing the plaques to the trays, whereby the plaques and trays travel together throughout said track.

Chocolate Product
2,201,820

Paul T. Zizinia, Belmar, and Thomas L. McKenna, Newark, N. J. No Drawing. Application December 24, 1937, Serial No. 181,600. 10 Claims. (Cl. 99-23)

8. The method of converting chocolate liquor containing cocoa butter and fiber into altered physical form, which comprises mixing said chocolate liquor with water at a temperature at or above the melting point of the cocoa butter, forming a substantially stable emulsion of the mixture, finely subdividing the emulsion, and drying the individual particles so formed to remove the previously added water therefrom.

IDEAL WRAPPING MACHINES

FAST-EFFICIENT RELIABLE

CANDY manufacturers both large and small prefer IDEAL WRAPPING MACHINES because they provide the economies of fast handling along with dependable, uninterrupted operation. In use the world over, IDEAL Machines are building a service record that stands unmatched and unchallenged! Our unqualified guarantee is your protection. Two models available: SENIOR MODEL wraps 160 pieces per minute; the new High Speed Special Model wraps 325 to 425 pieces per minute. Investigation will prove these machines are adapted to your most exacting requirements.



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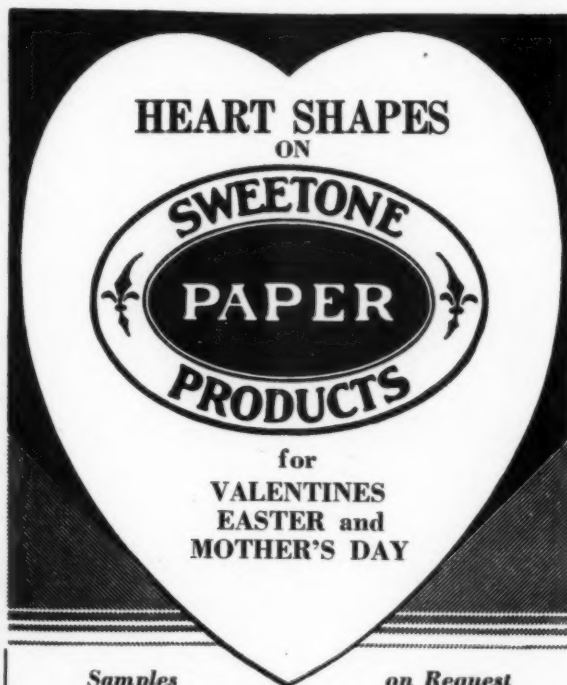
IDEAL WRAPPING MACHINE CO.

EST. 1906

MIDDLETOWN, N. Y.

U. S. A.

CANDY IS DELICIOUS FOOD
ENJOY SOME EVERY DAY



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EMBOSSD PAPERS	DIE-CUT LINERS
PROTECTION PAPERS	PARTITIONS

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(If we are not already supplying same).

GEORGE. H. SWEETNAM, Inc. 282 - 286 PORTLAND ST. CAMBRIDGE, MASS.

Representatives in: Philadelphia, Detroit, Los Angeles, Dallas and New Orleans

"SWEETEST DAY" AGAIN FEATURED BY CITIES

AS IN the past, "Sweetest Day" was widely celebrated this year by the confectionery trade, retail and wholesale alike. Reports from various cities indicate that the "day" was again very successful in those cities where organized effort was put behind the planning and execution of the program.

In New York, a week of ceremonies in which a total of 10,000 half pound boxes of candy were distributed to 26 charities in five days in honor of Sweetest Day, Saturday, October 19 (Sweetest Day) saw two outstanding events, the "Sweetest Girl" contest at the World's Fair, and the presentation of candies for Sweetest Day to the Soldiers and Sailors Club of New York. A total of 75 candidates — all employees of confectionery firms in the New York metropolitan area, competed for the "Sweetest Girl" title. The final selection was made at the NYC band shell by a committee of prominent persons including Dixie Dunbar, radio and stage star; Gene Snyder, director of the Radio City Music Hall's famous Rockettes; Murray Korman, photographer; and John Schubert, well known in musical circles. Winner of first prize in the judging was Miss Aini Heinonen of Loft's; second, Miss Donna Bell, Schrafft's; and third, Miss Margie Rozza, also of Loft's.

Members of the Sweetest Day Committee in New York included: William C. Kimberly, secretary of the New York Association of Manufacturers of Chocolate and Confectionery; A. B. Hoppe Loft's, Inc., who was chairman; Miss G. M. Austin, Frank G. Shattuck & Co.; Bruce McConvey, Fanny Farmer Candy Shops; Herman Hoops, Hawley & Hoops, and Irving Schaffer, Maillard Corporation.

This year was the 20th anniversary of the initiation of the "Sweetest Day" idea in Cleveland. Climaxed by a civic ceremony in Cleveland's Public Square, the day

was a complete success in spite of the year's first snowfall. In 1940, Sweetest Day moved into the category of "accepted" events by the Cleveland public, and topped all sales records for 1940 holidays. Florists gave it their support, using window posters, newspaper advertisements, radio announcements and similar promotions which tied-in with the Sweetest Day committee's activities.

Unique in the advance promotion of the day in Cleveland was the contest conducted by the city's largest newspaper, the *Cleveland Press*, for the "Sweetheart of Sweetest Day." More than 500 groups of persons entered their choices, accompanied by 50-word statements telling the reasons why their "sweetheart" should be selected. Chief requirement was that nominees should be 60 years of age or older. Mrs. Lola Mae Tuttle, resident of East Cleveland, was declared the winner with 914 endorsements. The winning statement about her said, "Ma Tuttle, as she is affectionately called, will soon be 70 years young. She is generous and kind to all, constantly giving of her love, sympathy and faith, thus sweetening the life of everyone she meets. 'None knows her but to love her; none names her but to praise.'"

Reports from many stores in Cleveland reveal that this was the best Sweetest Day they have ever experienced, and one large chain store reported this was the biggest single day they had ever had in Cleveland. One new store in the city reported that although they anticipated a large volume of candy business, their sales for the day far exceeded their expectations.

Candy Week in New Orleans

From New Orleans comes the report that the celebration of Candy Week, Oct. 14 to 19, was a huge



Directors of New Orleans Candy Club, which sponsored Candy Week. Seated, left to right, are Mrs. Myrtle Kendall, James J. Reiss and A. D. Chatelain. Standing, left to right, are Maurice Pallet, George H. Gardiner and O. B. Elmer.



Staff Photo

"Sweetest Day" in New York. In the foreground is the New York "Sweetest Girl," Miss Aini Heinonen, hostess at Loft's (second from left). Others, left to right, include: Dixie Dunbar, screen and stage actress; Donna Bell, F. G. Shattuck Co., second place winner; and Marie Rozza, Loft's, third place winner. Back row: Bruce McConvey, Fanny Farmer; William Kimberley, Secretary, Association of Manufacturers of Chocolate and Confectionery of the State of New York; Ruth Sampland, F. G. Shattuck Co.; and A. B. Hoppe, Loft Candy Shops, Chairman of Sweetest Day Committee.

success. Activities for the week were under the direction of the Candy Club committee headed by James J. Reiss. Boxes of candy donated by manufacturers and retailers were distributed to all children in orphanages in and around New Orleans on Sweetest Day, the distribution being in charge of James J. Reiss and Maurice Paillet. The New Orleans Candy Club is headed by O. B. Elmer, of the Elmer Candy Company. Another feature of the day was a boat ride sponsored by the Club and participated in by 800 youngsters. H. L. Lawrence had charge of arrangements for this event.

The club committee headed by Maurice Stockton was in charge of distributing advertising material calling attention to the "week" and to candy, and Mrs. Myrtle Kendall headed the group which took charge of window displays in retail stores. Elmer Candy Company also sponsored several radio broadcasts calling attention to the events.

In Detroit, Sweetest Day was voted a success by those who participated, in spite of a cold all-day rain. All of the Fred Sanders stores featured a special for the day and these stores as well as other candy outlets promoted the "day" by special and colorful window displays, newspaper advertising, spot radio announcements and special "buys" for the day. No contests of any kind were held, but participating stores reported a good volume, above the normal Saturday expectation.

In Chicago no special program for Sweetest Day was carried out and no promotion stunts of any kind were used. However, all the retail manufacturer's shops featured the day in newspaper advertising and special window decorations and special "buys." According to William Blatner, secretary of the A.R.C., the participating retail shops and department store candy departments which participated and planned special buys for the day made better sales records than on any previous Saturday so far this fall.

Who's Who on the Packaging Clinic

ON ANOTHER page of this issue, appears a picture layout showing most of the members of the Candy Packaging Clinic. Who these people are and why we have chosen them to work with us on the Clinic is of prime interest to the Industry, whose packages they analyze and discuss four times a year at the Clinic sessions. Skipping over members of our own staff, we introduce, first, William M. Bell. Mr. Bell entered the candy business in 1900 as a candy helper and later became a boss candy maker. He has stayed in touch with the manufacturing end of the candy business ever since. In 1912, he founded the William M. Bell Company, but while operating this company (flavors and extracts) continued to be active in the candy business. In 1922, he sold the candy business which had originally been started by his father in 1897 under the name of Jonas N. Bell, Inc. From 1918 to 1929 he represented one of the major chocolate factories in the Chicago territory. He was co-author of the "Common Sense Candy Teacher" by J. Freedman, and author of William M. Bell's "Pilot," both of which books are now out of print. He retired in 1928, but got back into the candy business in 1930 as manager of the confection division of the Kraft Cheese Co., Chicago.

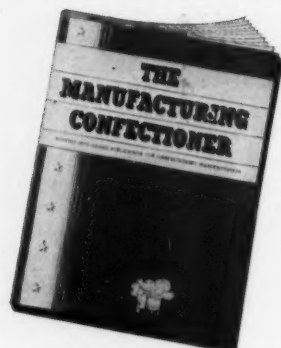
F. W. Brinkman started his business career as an accountant with the Kroger Grocery and Baking Co., Cincinnati, and was promoted to the purchasing department. For over five years he bought and merchandised candy for Kroger. He then transferred to the Independent Grocers' Alliance Distributing Co., Chicago, where he is head of the candy and cookie department. This position entails the selection of candy from various manufacturers all over the country, the sale of this candy to wholesalers affiliated with IGA, working with manufacturers in better merchandising their products, aiding wholesalers in establishing better candy departments and more actively promoting and merchandising their products, suggesting various merchandising methods and improvements to IGA retailers to aid them in selling more candy and cookies.

George A. Eddington is familiar to our readers from the many articles he contributes on the manufacturer-retailer aspect of the candy manufacturing business. His experience in candy making goes back farther than even he cares to admit. He has worked in some of the best known manufacturer-retailer concerns in this country and Canada.

Ted Lax calls on candy manufacturers from Chicago to the Gulf of Mexico and west to the Pacific in search of business for his firm, Ben Mont Papers, Inc. Years of sales activity in his line have given him a knowledge of wraps, papers, printing, lithography, etc. which are invaluable for the type of work undertaken by the Packaging Clinic.

"Tommy" Thomas, artist and designer, took much of his art work under the direction of the famous Grant Wood, at Iowa University. Out of school for seven years, he has established himself as one of Chicago's most promising commercial and design artists. In his articles appearing in this publication, he has explained the principle of "dynamic symmetry" which he applies successfully to his work. His theory that "simplicity is the key-note of good design" is brought out forcefully in the comment he contributes to Clinic discussions and his work on the Clinic has demonstrated many times that this is a definitely practical theory, applicable to almost all package design.

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